

6, 1923

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXXIV, No. 5

NEW YORK, AUGUST 2, 1923

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Range Finding

"AIM low and wait till you see the whites of their eyes," was Israel Putnam's simple and deadly method of range finding at Bunker Hill.

To-day, with the target hidden by miles of intervening forests and hills, range finding becomes a highly technical proposition. Yet, by means of accurately made observations and exact mathematical calculations, modern artillery can hit the bull's-eye with uncanny precision.

Our first job, when we assumed the advertising of the felt base, printed rugs made by the Waltona Works, Inc., of New Brunswick, N. J., was to help in mapping out an aggressive merchandising campaign. Months have been spent in assembling information and enlisting an army of dealers. As a result of accurate observations and exact computations made over the entire national field, Waltona is working eighteen hours a day to keep up with dealers' orders.

Scientific range finding prevents a bombardment becoming a mere display of pyrotechnics.

N. W. AYER & SON
ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO



Smothered Babies

Many advertisers get so impressed with what they are doing, that they run off to celebrate with their friends and relatives, the trade. Their own child, consumer demand, becomes another case of smothered baby.

Advertising is hired, first and foremost, to create consumer demand.

Consumer demand is built, first, by having something to say to consumers,—which means, a message. Second, by saying it to those consumers,—which means, media.

Message! Media!

These are advertising.

All else is accessory.

The above is an extract from "Smothered Babies," in THE INTERRUPTING IDEA for August. Complete copy will be sent to executives upon application.



FEDERAL
ADVERTISING AGENCY, INC.
SIX EAST THIRTY-NINTH ST., NEW YORK

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXIV

NEW YORK, AUGUST 2, 1923

No. 5

Why McKesson & Robbins Now Distribute through Local Jobbers

After an Experience in Selling through National Distributors and by Its Own Salesmen to Retailers, This House Now Reaches Dealers through Fifty-one Local Wholesalers

By Saunders Norvell

Chairman of the Board of Directors, McKesson & Robbins

I HAVE been asked to tell why McKesson & Robbins, Inc., have given up selling to the retail trade through a force of salesmen scattered over the country and are now distributing their entire output through fifty-one local jobbers; to tell why we believe that the national jobber is to give place to the smaller local jobbers.

Some forty years ago, at first in a small way, McKesson & Robbins started manufacturing quinine, narcotics and other fine chemicals, having always manufactured a general line of pharmaceuticals. This manufacturing, first a part of the jobbing business, finally led to the development of a separate factory and was later incorporated separately under another name. From the beginning, the sales of this factory were made direct to jobbers and drug manufacturers. At this time the wholesale drug house of McKesson & Robbins carried a large and complete stock in New York of drugs, pharmaceuticals and fancy goods and had a force of traveling salesmen selling direct to the retail trade in practically every part of the United States.

Before the United States entered the war we built a modern and up-to-date factory in Brooklyn and equipped it for the manufacture of pharmaceutical specialties and a line of household

remedies we call "Health Helps." It was our idea to sell these goods through our wholesale house direct to the retail trade of the country. In other words, this factory was simply to be a "feeder" to our wholesale business.

At the close of the war we erected a chemical factory at Perth Amboy, N. J. This factory was incorporated as a separate unit and sales were made not to the retail trade but to jobbers and manufacturers.

Therefore you will see that we found ourselves with two factories as separate units and with separate sales forces selling to jobbers and manufacturers, while at the same time we had a wholesale house with a factory supplying it with a line of goods under our own name selling all over the country direct to the retail trade. Naturally, as we became aggressive in selling, a conflict arose between the selling organizations selling to the retail trade and the others from our own factories selling to the jobbing and manufacturing trade.

Our business in the meantime had rapidly developed in manufacturing. We had noted for a number of years that it was becoming more and more difficult and expensive, for reasons that we outline later, to sell to the re-

Aug. 2, 1923

tail trade in far-away points from New York. We finally decided to try out the policy of making arrangements with jobbers in certain territories to sell the line of goods made by our Health Helps factory and as these arrangements were made, to withdraw our own salesmen representing our wholesale house in New York from the retail trade in that territory.

Our jobbing salesmen for years had been keen competitors of the salesmen of the jobbing houses in these various territories and it was naturally a question as to whether these jobbing houses would take on our line and then even if we sold the idea to the principals of the houses, the next question was whether their salesmen, having for so many years looked upon McKesson & Robbins as a competitor, would take hold of *and push our goods*. We decided to work slowly. We first selected an aggressive jobbing house in Minneapolis. We laid our plans before this house and it agreed to take our line. We sent our general sales manager to Minneapolis to instruct the sales manager of the jobbing house and its salesmen on our goods. We also sent one of our best salesmen to stay with this house, travel with its salesmen and help them introduce the line. As we have stated, this house in Minneapolis is a very well-managed, aggressive house. All of its head men are directly interested in sales. The plan was a success from the beginning. Sales increased and we were very much pleased with the experiment.

Then at one of our sales meetings we talked over the situation and I asked our several sales managers present to give the names of the three hardest jobbers in the United States in the drug line for us to sell. When these three names were decided upon, our general sales manager went out to see them, outlined our plans and each of these three most difficult cases was lined up. They put in our goods, we placed a special salesman with each house to work for that house in its territory with

its salesmen and we withdrew our regular jobbing salesman from the territory. So for three years past we continued adding jobbers to our list and withdrawing our regular jobbing salesmen from the field as these jobbers got into action.

ENTIRE COUNTRY IS COVERED

Now we have the entire United States covered with a string of fifty-one special distributors and we ourselves are entirely out of the wholesale jobbing business except in New York City and the metropolitan district. Here we still retain our own jobbing house and sell the retail trade direct. In other words, our own wholesale house in New York City has become a local jobber and we count upon this house as simply one of our special distributors. We may say here in passing that we sell our wholesale house in New York at exactly the same prices and on the same conditions that we sell other distributors. Therefore our line-up after these changes finds us with three factories manufacturing different lines, all selling direct to the jobbing trade and to manufacturers and a jobbing business in New York City confining its business strictly to the metropolitan district.

This company has for many years enjoyed quite a large foreign business, especially with the West Indies, Central and South America, and it was necessary for many reasons for us to retain a local jobbing business in order to take care of this foreign trade.

It has been our experience, taken upon the whole, that selling goods through the local jobbers throughout the United States has been a success. *Our total sales in dollars and cents to these jobbers on our own manufactured goods are now considerably larger than were our sales through our wholesale house direct to the retail trade before we withdrew our salesmen from selling the retail merchants.*

Instead of selling goods made by other manufacturers, which



No Boundary Lines

No boundary lines limit the generosity and thoughtfulness of Christian Herald readers. To them the health and training of boys and girls, whether they live next door or in far distant New York, becomes a personal obligation.

On August 9 will be celebrated the Thirtieth Anniversary of Mont-Lawn—the Christian Herald Children's Home at Nyack-on-the-Hudson.

In these thirty years the home has received no less than sixty-three thousand little guests from crowded New York City. From a humble beginning, Mont-Lawn has grown to the proportions of a nation-wide institution by reason of the interest and support of the readers of the Christian Herald throughout the country.

The Christian Herald



One of the Many Home-Like Cottages at Mont-Lawn

Aug. 2, 1923

were purely competitive, we are now devoting our energies to selling goods made by ourselves and under our own brands. It is one of the principles of our company never to manufacture any goods under any other brand except our own. We have absolutely declined all requests to manufacture "special brands" for jobbers or others, but the main point in our case for consideration is the fact that by this change of policy, all conflict between our several factories has been removed. As all of our factories now sell only to jobbers we are not up against a jobber saying to one of our factory salesmen, "Why should I give you business on your line when your salesmen for one of your other factories or through your wholesale house are selling direct to the retail trade?" *We must repeat, we believe that harmony in our sales policy for all of our factories has been one of the greatest gains from this change in our selling plans.*

Why do we think that the national jobber in all lines is to find it more and more difficult and less profitable to distribute goods in this country? In reply to this question, let us take, for instance, a staple line, such as groceries. Thirty-five years ago national wholesale grocers had an army of salesmen selling goods all over the country. Today practically all of these national grocers have given up their national business. The wholesale grocery business of the country is being handled by the local wholesale grocers.

Take the wholesale hardware field. A quarter of a century ago national wholesale jobbers in St. Louis, Chicago, Louisville and Philadelphia were selling hardware all over the country. Today Philadelphia as a national hardware distributing centre has completely dropped out of the race. There is only one large wholesale hardware house left in the great city of Chicago. In St. Louis there are only two wholesale houses of any consequence left and one of these houses, seeing the handwriting on the wall a

number of years ago, has established branch houses in a number of strategic jobbing centres and as a matter of fact, has reduced its St. Louis house to the status of a local jobber. On the other hand, local jobbers all over the United States have increased in ability, in strength and in volume of sales and are every year in a larger measure taking care of the business in their local field.

COST OF SELLING THROUGH SALES-MEN CONSTANTLY INCREASED

Then in recent years we have found the cost of selling through traveling salesmen constantly increasing. On account of the higher cost of living the salesman himself demanded more salary. The railroads advanced their rates. Hotels changed from the American plan to the European plan and then charged as much for their rooms as they formerly charged for both board and lodging. Freight rates increased, making the local rate from far-away national jobbing centres very high. With the increased freight rates, the local jobber naturally had the advantage in laying down his goods in carload lots at a much lower rate than the retail merchant would have to pay in local freights from the national jobber.

In addition to these things, it was very evident that the manufacturers of the country were more inclined to encourage the local jobber in the distribution of their goods than they were to put all of their eggs in one basket by confining their sales and giving advantages in the way of prices to the national jobber. Therefore in many price arrangements it developed that manufacturers were fixing prices for certain local jobbing territories and leaving the matter of freight entirely out of the question. In other words, the local jobber in Denver, for instance, a very high point for freights, was placed in a position to distribute manufactured goods at exactly the same wholesale price as the jobber in Chicago or

(Continued on page 138)

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"Wait just a minit, can'tcha?"

"Don'tcha SEE George's gotta hook on that Pullman first?"

"Yeh! But it's my train, and I wanna run it."

"Well, you just hold it till we get it fixed. That engine might a jumped th' track, the way you were runnin' it."

Boys and toys are just like flies and molasses. And lots of grown folks, too, almost feel offended when Willie insists that he be allowed to play a little bit with the toy bought for his sole amusement.

THE **AMERICAN BOY**

"The Biggest, Brightest, Best Magazine
for Boys in All the World"

is helping guide the play and amusement ideas of five hundred thousand fun-loving youths averaging 15½ to 16 years in age. What these half-million boys will desire for next Christmas, and what Santa Claus will give their little brothers, can be determined largely by you.

Now is the time to begin to co-operate with Saint Nick for next December 25th.

Your copy should be in our hands not later than August 15th for the October issue.

THE SPRAGUE PUBLISHING CO., Detroit, Michigan
(Member A.B.C.)

Branch Offices: 286 Fifth Avenue, New York 1418 Lytton Building, Chicago

Twenty leading names

Aunt Jemima

Baker's Coconut

Brer Rabbit Molasses

Cream of Wheat

Diamond Crystal Salt

Fleischmann's Yeast

Good Luck Pie Filling

Horlick's Malted Milk

Libby's Food Products

Lux

Selling through grocery stores

Drop into any grocery anywhere in the United States—city, town or village.

What names will stand out from the shelves, the counters, the showcases, to arrest your attention?

Names shown here will stop you there—some nationally, some restricted to certain territories.

on grocers' shelves ~

Penick's Syrup

Phenix Cheese

Rinso

Royal Baking Powder

Sunbrite Cleanser

Sun Maid Raisins

Swift's Premium Ham

Swift's Premium Bacon

Yuban

Wool Soap

With the advertising and distribution of many of these, the J. Walter Thompson Company has been associated since the beginning. With others, it has co-operated in carrying sales volume to new peaks.

We shall be glad to discuss opportunities in the grocery field with manufacturers of non-competing products which merit leadership in this field. The J. Walter Thompson Company has grown large by intensive work on a small number of accounts.

J. WALTER THOMPSON COMPANY

Advertising

NEW YORK

CHICAGO

BOSTON

CINCINNATI

CLEVELAND

SAN FRANCISCO

LONDON

"Toast for Breakfast" Substitutes for "Eat More Wheat"

Advertisers Planning to Increase Domestic Consumption of Wheat with
"Toast for Breakfast" Slogan

EVER since war-time restrictions were lifted, the small amount of wheat consumed by the average American as compared with the average European has been a sore spot with the farmer. Within the last few months the wheat problem has taken on an acute merchandising aspect. Legislators, farmers, advertisers and advertising men, organized labor and other groups have turned their attention to wheat marketing.

In several cases national advertisers have revamped their policies in order to give a helping hand toward boosting the domestic consumption of American-grown wheat. The Washburn Crosby Company, as described in PRINTERS' INK of March 29 of this year, incorporated the "Eat More Wheat" slogan into its publication and poster advertising and in some respects subordinated other selling appeals to the movement planned particularly to help the farmer.

Newest developments in the baking industry indicate that "Eat More Wheat" will be supplemented and perhaps replaced by "Toast for Breakfast" as an advertising slogan. The reason advanced for this more or less mid-stream swap is that the older slogan is too vague and general. Breakfast is the one meal, baking leaders believe, that offers the largest opportunity for bringing about an increased consumption. And toast, they say, is the most popular and palatable breakfast to link with advertising.

The American Bakers' Association through its baking institute in Chicago is working at the present time on the "Toast for Breakfast" plans. There is definite assurance that besides bakers a number of manufacturers who are advertisers will co-operate in giving currency to the new slogan and promoting products allied with

toast. A list of these would include manufacturers of electric toasters, butter manufacturers, millers, coffee importers and roasters, producers of electric current, makers of jams and marmalades, etc.

There are few individuals who have not eaten toast at some time and who do not know something about how it is made. Notwithstanding this, the "Toast for Breakfast" campaign will not be all smooth sailing. "There are only twelve electric toasters on an average in every hundred houses wired for electricity," says Dr. L. A. Rumsey of the American Bakers' Association. "And only one toaster in fifteen is large enough to take a slice of bread cut from the common pound-and-a-half baker's loaf.

CO-OPERATION OF ELECTRIC APPLIANCE INTERESTS PROMISED

"A great many electrical appliance manufacturers are interested in the toast movement. They have told us that they will gladly build improved toasters to meet the specifications that the Institute will set up. Out of forty that have been submitted we have already approved eight.

"In advertising to teach people to eat more wheat what is more logical to begin with than the first meal of the day? And what is better suited to this aim than making toast the national breakfast food? I have found that almost all kinds of bread and rolls are improved by toasting because toasting seals in and emphasizes the wheat, malt and milk flavors. From an advertising point of view I believe that a number of industries are going to co-operate readily with the baker and wheat grower. Butter makers, whose markets may appear to be saturated now, have a chance to increase their sales a third. Coffee roasters, the marma-

after all is said—



of a newspaper's productivity

Leadership in want ad volume can only be earned by a reputation for productivity founded upon circulation supremacy.

In Des Moines, the key city to the Iowa market, the want ad vote overwhelmingly favors The Register and Tribune. For the first six months of 1923—

The Register and Tribune.....	303,718
(Morning, Evening and Sunday)	Want Ads.

Capital	51,844
(Evening and Sunday)	Want Ads.

News	23,823
(Evening)	Want Ads.

The Register and Tribune leads, as well, in local and national display advertising

The Register and Tribune, Des Moines.
Represented by I. A. Klein, New York.

Guy S. Osborn, Inc., Chicago.

J. R. Scolaro, Detroit.

C. A. Cour, St. Louis.

R. J. Bidwell Co., Pacific Coast.

lade and jam makers, electric power companies, raisin growers, yeast manufacturers and electrical supply manufacturers are all beginning to see that the one direct step toward making more sales is in putting toast on every breakfast table."

One of the largest millers in the country has told the American Bakers' Association that one-seventh of his advertising would be devoted to toast. In Marion, Ohio, eleven bakers have begun to advertise toast, offering two makes of toasters to their customers at a special price. Other local co-operative campaigns are being carried on, and this work will be aided by research work by the Institute in Chicago which is ready to circularize the baking field with the results of its study of toasters, the best methods of making toast and other data. It is expected that railroads and steamship lines which already have placed the "Eat More Wheat" slogan on their menus will adopt the "Toast for Breakfast" slogan.

Dr. R. E. Rindfusz Succeeds Wyman at Periodical Publishers

Dr. Ralph E. Rindfusz has been made executive secretary of the Periodical Publishers Association, New York, to succeed Phillips Wyman, who resigned to become circulation manager of the McCall Company.

Dr. Rindfusz was formerly assistant to the president and secretary of the American Writing Paper Company. Two years ago he left that company to become associated with the United Typothetae of America in charge of educational work on paper standards.

A New Insecticide Advertised in Newspapers

The Blue Bear Chemical Company, Reading, Pa., is conducting newspaper campaigns in territories where it is developing distribution for Blue Bear Insect Killer. The advertising is being handled by the W. S. Hill Company, advertising agency, New York.

Joins Pacquin, Inc.

P. J. Minzesheimer has joined the sales department of Pacquin, Inc., New York perfumer. He was at one time with the *Dry Goods Economist*, New York. More recently he has been with the Nipola Products Company, Inc., also of New York.

Photo-Engravers Association Plans to Advertise

A resolution in favor of the expenditure of approximately \$20,000 to advertise the aims and principles of the association was unanimously adopted at the twenty-seventh annual convention of the American Photo-Engravers Association, held recently at Chicago.

The advertising campaign, as explained by Louis Flader, commissioner of the association, has the fourfold object of "(1) projecting into the minds of the business men of America the story of the selling power of illustrations as a part of advertising and business building; (2) of popularizing photo-engravings and building up the supreme asset of good-will, (3) of telling the American business man what photo-engravings are and what they will do for him, and (4) of promoting harmonious and mutually profitable relations between the public and members of the association." The slogan for the campaign will be: "Your Story in Picture Leaves Nothing Untold."

The following officers were appointed at the convention: President E. W. Houser, Chicago; first vice-president, V. W. Hurst, Rochester, N. Y.; second vice-president, H. C. Campbell, Seattle, and secretary-treasurer, O. F. Kwett, Canton, O. Members of the executive committee are as follows: C. A. Stinson, Philadelphia; B. J. Gray, St. Louis; Wells W. Hawtin, Chicago; R. W. Hirchart, Cleveland; and Adolph Schuetz, San Francisco.

Gardiner & Wells to Direct La Primadora Advertising

The advertising account of Max Schwarz, New York, manufacturer of La Primadora cigars and La Primanette little cigars has been placed with the Gardiner & Wells Company, Inc., New York advertising agency.

The Gardiner & Wells Company also has obtained the account of the Bellak System of Hotels, New York.

Joseph Kunzmann to Join Thomas F. Logan, Inc.

Joseph Kunzmann has resigned as Eastern manager of The Capper Farm Press, effective September 1. He will join the staff of Thomas F. Logan, Inc., publishers' representative, New York. Mr. Kunzmann has been Eastern manager of the Capper publications for the last five years.

Olin H. Clark, Jr., with Gundlach Agency

Olin H. Clark, Jr., has joined the Gundlach Advertising Company at New York, in an executive capacity. Mr. Clark was recently with the Dorland Agency, Inc.

Fusion

Successful advertising presupposes a partnership between advertiser and agent. Such coalition starts with the premise that you know your business, and that we know ours. At the J. H. Cross agency, the advertiser is a very important part of the picture—not merely in deference to the man who pays the bills, but because we welcome and invite the closest co-operation toward a common end. The advertising must pay **YOU** or it cannot pay **US**.

Which of these books shall
we send you?

- How to Judge an Advertising Agency
Points on Merchandising Advertised Products
Through Department Stores
Merchandising Advertised Products
Through Drug Stores

J.H.CROSS^{co.}

General Advertising Agents
CROSS BUILDING, 15TH & LOCUST STREETS
PHILADELPHIA

Members:

- American Association of Advertising Agencies
National Outdoor Advertising Bureau
Audit Bureau of Circulation

If I were President

An authorized interview with Henry Ford

IN this week's Collier's, Henry Ford answers for the first time all the questions concerning his candidacy. Here are some of them:

Would you accept the Democratic nomination?

Will you head a third party?

What is your opinion of Harding's Administration?

What could you do if elected President?

What is your platform?

And Ford states his position on International Relations; the Tariff; Ship Subsidy; Soldiers' Bonus; Agriculture; the Railroads; Prohibition, and Peace.

It is not often that it is given to a magazine to tell the biggest "spot news" story of the day—the story for which all the newspapers of America and all the press bureaus have been clamoring for many weeks.

When we asked Charles W. Wood how he secured this interview for Collier's, he told us that Collier's did it. "It was easy to show Mr. Ford that Collier's had no object except the truth," he said, "and so he gave me somewhere between one hundred and fifty and two hundred thousand dollars' worth of his time."

"If I were President," is a notable example of Collier's habit of giving its readers accurate information from which they can form their own opinions. And one of the reasons why Collier's is read every week by alert, open-minded people—the best buyers of advertised products.

Collier's

THE NATIONAL WEEKLY

in more than a million homes

The Crowell Publishing Company

381 Fourth Avenue,
New York, N. Y.

How the "Small Investor" Stabilizes Big Business

Swift's gigantic packing industry is "owned" by 50,000 stockholders. More than 25,000 own stock in the great Commonwealth-Edison Company. Other giant industries of the nation have broadened their foundations and insured future prosperity by distributing their securities widely among "small investors."

Realizing the advantages of this wholesome trend, sellers of investment securities are addressing themselves more and more to the small investors—the "consumer market"; the maintainers of stability and prosperity.

And they know that this market is most effectively reached and influenced through those newspapers that enjoy the confidence and esteem of a vast army of home readers—the evening newspapers that are read not only for news but for advertising information and guidance, in "family council."

Such a newspaper is The Chicago Daily News, which in its "Final Edition" gives its readers the COMPLETE story of the financial day *twelve hours earlier* than the same news is supplied by any morning newspaper.

Advertisers in the Chicago field who wish to reach the great majority of financially competent investors, large and small, within this great market, place their messages in

THE CHICAGO DAILY NEWS

First in Chicago

During Litigation Advertising Needs Careful Scrutiny

Circuit Court of Appeals Warns against Intimidation in Advertising and Use of Court's Name in Advance of Adjudication

THE advertising of a manufacturer engaged in trade-mark or patent litigation may well receive the most careful scrutiny. In fact, failure to temper with the utmost care the advertising that appears before such a suit has been adjudicated may give rise to charges of unfair and improper practices which may be sustained by the court.

In at least one case involving the alleged infringement of a patent the Federal courts have taken cognizance of the advertising relating to the suit which appeared before a decision had been handed down. This was the recent case of the Panay Horizontal Show Jar Company of Milwaukee against the Aridor Company of Chicago in the United States Circuit Court of Appeals.

Each of the companies in this suit manufactures transparent show jars used by candy and confectionery stores in counter displays. In 1921 the Panay Horizontal Show Jar Company brought a bill of complaint against the Aridor company alleging infringement of a patent issued to the Panay company. The Aridor company denied this, and Judge Kenesaw M. Landis in the District Court, Northern District of Illinois, dismissed the complaint for want of equity in December, 1921.

The Panay company appealed and the case went to the U. S. Circuit Court of Appeals for the seventh circuit. The appeal was heard a short time ago in Chicago by Judges Baker, Evans and Page. In its brief the Aridor company called the court's attention to the Panay company's advertising warning jobbers, dealers and others that the Panay company was fully protected by patents and that jobbers and dealers would be liable with the Aridor company for any profits realized by them

through the use of infringing jars. This kind of advertising, the Aridor company argued, was misleading and unfair and calculated to injure the Aridor company's business by intimidating present and prospective customers.

VIEW OF THE COURT

In their decision affirming the decision of the lower court the judges in the Circuit Court of Appeals said: "It is also apparent that appellant, (Panay Horizontal Show Jar Company) has been guilty of improper and unfair practices which would preclude it from recovering in this suit even though the patent was sustained. It put out and extensively advertised what it called an 'infringement notice,' under which, in large letters, was printed the word, 'warning.' Although no court had sustained its patent, it announced that 'our Panay Jars and supports are fully protected by patents. We intend to protect our patent rights against all infringement. We have recently begun suit for infringement in the District Court of the United States, Northern District of Illinois, against the Aridor Company, an Illinois corporation. Jobbers and dealers are warned that they are equally liable with the manufacturer for damages sustained by us and for profits realized by them through the use of the infringing devices.'

"There was pictured beneath this notice what was described as the 'only and original Panay Horizontal Show Jar.' It was not an embodiment of the patent, and the notice as well as the drawing could have served no other purpose than to intimidate competitors and frighten jobbers and users by the publication of assertions which were false in part and misleading as to the remainder.

"The practice of trying suits in

newspapers or circulars in order to scare or daunt competitors is pernicious and apparently growing. While courts are always open to protect patentees or manufacturers who have established a business which is being unfairly assailed, they cannot permit or sanction the use of the court's name, in advance of adjudication (or falsely after adjudication) to harass or obstruct a rival. A patentee who resorts to such practices comes into court with unclean hands and on that ground alone, will be denied the relief to which he otherwise would be entitled."

Offers Dealers an Advertising Service

The Vanity Fair Silk Mills, Reading, Pa., are offering the services of their advertising department to dealers handling Vanity Fair Under-Apapel. Not only in connection with the advertising of the company's products is the offer made, but with regard to the dealers' general advertising of special events, sales, etc.

"If our experience," says the company, "is worth anything to you in the general conduct of your business, we want to contribute it. Send us clippings of your advertisements and we will gladly make suggestions which in our opinion might help to sell more merchandise." Assistance with multi-graphed letters and other direct mail is also offered.

Ming Cha Tea Account for Churchill-Hall

Newspapers in New York territory are being used by Ming, Inc., New York tea importer, in a campaign to advertise Ming Cha tea. The account has been placed with Churchill-Hall, Inc., advertising agency, also of that city.

Salisbury, N. C., "Post" Appoints J. F. Hurley, Jr.

J. F. Hurley, Jr., who has been with the Salisbury, N. C., Post for several years, has been elected secretary and treasurer of the Post Publishing Company. Mr. Hurley also has been appointed advertising manager of this newspaper.

Hugh A. Preston Represents Mizen Studios

Hugh A. Preston has joined the staff of the George E. Mizen Studios of Chicago, as Detroit representative. Mr. Preston was formerly with the Meisinger Studios, Detroit.

Idaho Prunes to Be Advertised

Fresh Idaho prunes will be advertised this season in daily newspapers and retailers' trade journals throughout the Mid-West. The Idaho Prune Growers' Association, of Boise, which controls upward of 90 per cent of all fresh prunes shipped out of the State, has approved an advertising and merchandising plan submitted by C. N. Palmer, advertising and publicity director of the Western Fruit Jobbers' Association, Chicago, and the two associations will work jointly in the campaign.

Daily newspapers will be used in Illinois, Iowa, Nebraska, Kansas, Missouri and portions of Indiana, South Dakota, Colorado and Minnesota. This advertising will be supplemented by the use of country weeklies. Trade publications will be utilized at the beginning of the season to acquaint the retailer with the association's plans and to sell him on the use of window display material, which will be a feature of the campaign.

The newspaper campaign, which is scheduled to begin September 4 for a duration of four weeks, will consist of a series of twelve advertisements, totaling about 2,500 lines.

This year's advertising is designed to open new markets for the Idaho product, which in the past has been sold largely in the ten or twelve principal cities. Effort will be made in the copy to introduce the name Idaho Blue Plums.

New Sales Campaign Begins for Republic Motor Trucks

A sales campaign is being started by the Republic Motor Truck Company, Alma, Mich., under the direction of O. W. Hayes, president, and E. E. Sieg, newly elected general sales manager. The company has placed its advertising account with the Charles H. Fuller Company.

Has Canadian Victrola Account

The advertising account of the Berliner Gram-O-Phone Company, Limited, Montreal, manufacturer in Canada of "His Master's Voice" Victrolas and "His Master's Voice" Victor phonograph records, has been placed with S. S. Bowman, Limited, advertising agency of that city.

National Biscuit Earnings Large

The National Biscuit Company, New York, Uneeda biscuits, Nabisco, and other baking products, for the first six months of 1923 reports net earnings of \$5,832,564.

Prudence Bond Account for Griffin, Johnson & Mann

The advertising account of The Prudence Company, New York, Prudence bonds, has been placed with Griffin, Johnson & Mann, Inc., advertising agency of that city.

Plans for London Advertising Convention Get Under Way

Chairman Meredith Outlines Preliminary Plans at Chicago and Makes Appointments—July Considered Favorable Month

PRELIMINARY arrangements for the 1924 convention of the Associated Advertising Clubs of the World received much attention at a meeting of the executive committee of that association at Chicago last week.

E. T. Meredith, chairman of the association's "On to London" committee reported his expectations that fully 1,000 people from this country would attend. Harry Tipper, manager of *Automotive Industries*, New York, was chosen as chairman of the program committee of the convention and instructed to begin work immediately. Earle Pearson, educational director of the Associated Advertising Clubs of the World, was appointed secretary of the program committee. Jesse H. Neal, secretary-treasurer of the A. A. C. of W., was appointed chairman of the transportation committee. It will be his business to arrange for the chartering of a ship to carry the delegates. The matter of local arrangements was left to the Thirty Club of London. The Thirty Club was cabled to the effect that it would be hardly feasible for the clubs to sail sooner than July 9 and that therefore the convention would begin within a few days after July 15. The exact date will be decided later.

The committee, at the suggestion of Mr. Meredith, was disposed to favor a slower boat—one that could make the trip over in seven or eight days. It was Mr. Meredith's idea that the lengthened voyage could be made pleasant and profitable through holding a meeting each afternoon for the discussion of advertising subjects. In other words, there would be a floating convention of the clubs in preparation for the larger meeting to be held in London.

In addition to considering plans for the London convention, the

committee acted on a number of other matters. Among the other subjects acted upon was a plan to make the *PRINTERS' INK* Model Statute a law in every State, as described elsewhere in this issue.

A resolution was adopted commending the plan on which the Advertising Club of Neosho, Mo., was formed and highly recommending it to other towns of this type. The committee recognized the great difficulty of maintaining successful advertising clubs or other commercial organizations in small towns, but declared that clubs formed on the Neosho plan are continuing to thrive and to serve their communities. The plan is now being carried into other cities by Gurney R. Lowe of Neosho and the committee heartily recommended it to all such communities.

The committee commended to all retailers the strictest compliance with the standards of practice recently adopted by the Associated Retail Advertisers. The code was made up after a careful study of the experiences of many progressive and successful retailers in the United States and Canada.

Another resolution favored a reduction "in the present excessively high rates on second-class mail matter which now impede the free flow of essential information between the various sections of the country." The committee expressed the belief that the social and industrial welfare of the country would be thus benefited.

Carl Hunt was reappointed general manager of the organization. George W. Hopkins, vice-president and general sales manager of the Columbia Graphophone Company, was again made chairman of the Speakers' Bureau Committee and has named as members of this committee the chairman of each district, of which there are seven-

teen. Paul T. Cherington will serve again as chairman of the Educational Committee, and F. M. Feiker, chairman of the Editorial Advisory Board of "Associated Advertising," the association's official monthly bulletin.

J. B. Powell was made district chairman for the Far East. He is the editor and publisher of the *Review of the Far East*, published at Shanghai, China, and was one of the Americans held for several weeks in captivity by Chinese bandits.

President Holland stated that plans were under way for doubling the service of the Speakers' Bureau, which was started a year ago and proved to be one of the outstanding successes of last year's work.

The number of educational courses will be added to and those courses already sponsored by the association will be further promoted. The educational department plans also to give the members of clubs an added service by the establishment of a circulating library with the 1,500 or more books on advertising and kindred subjects at national headquarters. This library will be augmented by the addition of three or four hundred books and they will be made available for the use of the members of clubs and departments of the National Advertising Commission by the payment of a nominal fee covering carrying charges.

The meeting was attended by the full membership of the executive committee, of which there are seven members, and also by Reuben H. Donnelley, of Chicago, and Rowe Stewart, of Philadelphia, past presidents and members of the president's advisory board. Merle Sidener, of Indianapolis, was present, representing the National Vigilance Committee, of which he is a member, and John H. Logeman, of Chicago, was present as chairman of the Exhibit Committee of the National Advertising Commission. W. Frank McClure, of Chicago, chairman of the National Advertising Commission, and also a

member of the executive committee, announced his reappointment of Mr. Logeman as chairman of the exhibit committee.

The other members of the executive committee besides President Holland are E. T. Meredith, representing the sustaining members; Harwood Fawcett, representing the club presidents; Charles Henry Mackintosh, ex-president; W. Frank McClure, chairman of the National Advertising Commission; Miss Katherine H. Mahool, representing the women's interests, and Jesse H. Neal, secretary-treasurer of the association.

Greetings on "Printers' Ink's" Thirty-fifth Birthday

F. J. ROSS COMPANY, INC.
NEW YORK, JULY 28, 1923.

Editor of PRINTERS' INK:

All fields of human endeavor have their principal focus spots—finance on New York and London, fashion on Paris, advertising on PRINTERS' INK.

If you had not made the kind of publication you have, you would not have focused the attention of the advertising world week after week as you do.

You faithfully record the progress of advertising thought and also the achievements that prove the progress. You have had a strong influence in welding the advertising world together. You have promoted our common feeling by putting before us systematically and capably our common interests.

The advertising man who keeps track of PRINTERS' INK, keeps track of advertising. The man who thinks advertising as vigorously as PRINTERS' INK thinks it, grows in advertising.

PRINTERS' INK has rendered and is rendering a fine service to a fine business, and the proficiency of advertising and of PRINTERS' INK are both growing.

F. J. ROSS COMPANY,
F. J. ROSS,
President.

St. Joseph, Mo., "Gazette" Appoints Katz Agency

The St. Joseph, Mo., *Gazette* has appointed the E. Katz Special Advertising Agency, New York, as its national advertising representative.

P. A. Wilkinson with Frank Seaman

P. A. Wilkinson, formerly sales manager of the Halliwell Electric Company, Inc., has joined the staff of Frank Seaman, Inc.

"Nearly every Philadelphia retail merchant that advertises uses The Bulletin. Follow him,—He knows!"

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

PHILADELPHIA'S NEWSPAPER



The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

U. S. Post Office report of net paid average circulation for six months ending March 31, 1923—505,098 copies a day.

New York Office of THE BULLETIN

will be located in the

Park-Lexington Building
46th St. & Park Ave.
beginning

August 1st, 1923

Staff: Frank Pita, John H. McMurtrie, Joseph W. Simpson

"Can" Summer's Blessings Have Monal

THREE thousand forty-seven Oklahoma farm women added \$247,843.80 to the family purchasing power in 1922 through "home canning."

These figures are official—issued by the Oklahoma A. & M. College.

A quarter of a million dollars saved by 3,000 farm women!

This suggests the question—How many millions of dollars may be added to the purchasing power of a state if all of its women are awakened to an appreciation of the economy of home canning?

For many years The Oklahoma Farmer-Stockman has advocated home canning. Through the Good Cheer department 143,000 farm women are being taught this art. During the spring and summer months every issue contains workable

Most Circulation—Greasege

Singave Summer's Profits— on All Year!

instructions for saving summer's fruits and vegetables for winter's wants.

And thousands upon thousands now can at home—and thousands more adopt this economy each year, adding staggering amounts to the purchasing power of Oklahoma farm families.

A dollars-and-cents, workable editorial policy is one of the reasons for the leadership of The Oklahoma Farmer-Stockman among both readers and advertisers.

The OKLAHOMA FARMER-STOCKMAN

CARL WILLIAMS
Editor

Edgar T. Bell, Adv. Mgr. Oklahoma City, Okla.

THE OKLAHOMA PUBLISHING CO.
THE OKLAHOMAN & TIMES ~ RETAIL SELLING

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

Greage—Lowest Rate



NINETY-FIVE thousand of Milwaukee's 122,700 homes are electrically wired, but only 63,000 are equipped with electric vacuum cleaners. There remains a great potential market of 32,000 wired homes where electric cleaners will soon be introduced by enterprising sales organizations. In addition, there are thousands of replacements annually among the 63,000 homes already equipped—which alone offers a yearly sales volume running into hundreds of thousands of dollars.

Low Selling Cost

AMPLEx proof of the unusually low cost of getting the business in this profitable market, covered thoroughly by a single advertising medium at one low rate, is furnished by an analysis of the 63,000 sales of electric cleaners already made.

Over 81% of these 63,000 sales have been on eight brands of advertised cleaners, although there are exactly 50 brands on the market. Furthermore, all electric cleaner advertising in the Milwaukee market in 1922 ran exclusively in *The Journal* with the single exception of one campaign for a cleaner sold by the local public utility company, which ran in all papers because of the utility company's policy of keeping the good will of every paper in its field.

There are millions of dollars in sales awaiting any electric cleaner manufacturer who will make a reasonable sales effort in Milwaukee, backed up by consistent, well-planned advertising in the single newspaper that reaches 4 out of 5 newspaper readers in this local market of 122,700 homes—the buying center of a sales territory of 3,000,000 people.

**Complete
Advertising
Service**

**The Milwaukee
JOURNAL
FIRST - by Metit**

**Rotogravure
Color
Black and White**



Complete Information

—on the electric cleaner market in Milwaukee is to be found in Volume II — Household Appliances, Utensils and Accessories—of the eighth volume consumer analysis of the Greater Milwaukee market, covering all principal lines of merchandise:

- Volume I—Facts and Figures.
- Volume II—Household Appliances, Utensils and Accessories.
- Volume III—Toilet Articles and Accessories.
- Volume IV—Recreation, Sports and Accessories.
- Volume V—Cigars, Cigarettes, Tobacco and Candies.
- Volume VI—Men's and Women's Wearing Apparel.
- Volume VII—Package Goods Sold Through Grocery Stores.
- Volume VIII—Local Retailer's Merchandising Policies.

Write at once for those volumes in which you are interested, enclosing \$2.00 per volume to partly defray printing costs.

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How the Underwood Company Found Its Best Market

Wm. Underwood Company Gets the Facts and Finds It Hasn't Scratched the Surface of Its Most Important Field for Deviled Ham

By August Belden

WHENCE is your best market? For what purpose is your product best adapted? What percentage of this market are you selling? What percentage of your selling and advertising energy is being concentrated on this market?

In the following statement of Francis A. Harding, treasurer of the Wm. Underwood Co., manufacturer of canned foods, there is a big lesson for manufacturers who are scattering their forces in an endeavor to reach all possible markets and then missing the business which is theirs, or should be theirs, in the one big market for which their goods are best adapted.

Mr. Harding says that "The years prior to 1913 were devoted to advertising deviled ham primarily for making sandwiches. Then we developed the state of mind of assuming that everybody knew that deviled ham could be used for sandwiches anyway, and that we might as well begin to tell them of all the other ways in which it could be used. It seemed that a campaign along those lines might help to lessen the disparity between winter and summer sales. It is impossible to tell what success we achieved in that direction. Our total sales kept on increasing, and our winter sales showed a somewhat greater rate of increase than before, but personally I doubt very much whether our campaign influenced greatly the menu of the average housekeeper.

"Shortly after the war we began compiling some statistics as to approximately how many ham sandwiches were sold in the United States per day, per week or per month; and from the information available, which of course was not accurate, but suffi-

ciently so for our purposes, it became evident that in spite of all our advertising, Underwood Deviled Ham was still being used in only a fraction of the ham sandwiches consumed every day in this country and made at home, exclusive of the restaurant and lunch room variety. So, with the advice of our agency, we decided that we had better go right back to the lines of least resistance, and advertise the product for the use for which it is best fitted, and the phrase 'The Greatest Sandwich in the World' was coined.

SALES RECORDS BROKEN LAST YEAR

"Whether it is the result of that phrase or the fact that we changed mediums, or departed from the use of a few large advertisements in color and went into smaller space run more frequently in black and white, or whether it has just been due to the improvement in general business conditions, I don't know, but the fact is that Underwood Deviled Ham last year broke all records."

There were so many changes in the Underwood advertising policy at this time that it is impossible to say definitely that a return to the sandwich market was the particular cause of the record-breaking sales, but it seems safe to assume that this shift had a great deal to do with it. Just think for a moment of the meaning of the facts which the sandwich statistics revealed. Over one hundred years after the company started in business it discovered that it was selling but a fraction of its best market! All of the advertising force which it could possibly gather could profitably have been thrown into this field and there are two things which it could accomplish: increase the use

Aug. 2, 1923

of Underwood Deviled Ham in the sandwiches which were being consumed and increase the general consumption of sandwiches.

The Underwood sandwich discovery brings to mind the thought of new uses. What about them? Just how far should a manufacturer go in finding and developing them? How much money and energy should be spent in promoting them? The answers to these questions can be found much easier after the questions in the beginning of this article are answered. "Where is your best market? For what purpose is your product best adapted? What percentage of this market are you selling? What percentage of your selling and advertising energy is being concentrated on this market?"

In the swiftness of modern business, in the haze of countless thoughts and under the shadow of great campaign expenditures, manufacturers are apt to become confused and, in rushing madly about, lose the main chance in a forest of little ones. They become dissatisfied with present markets and methods and want to try this and that experiment, while all the time the main road lies open before them with nothing but their own mental confusion and lack of definite knowledge to bar it. Find the true market, the true way to sell it, the true method of talking to it in advertising, and you will find the answers to these questions.

The Underwood business is one of the foundation stones of American commerce. In 1817 William Underwood came to America. In England he had learned the canning methods of Francois Appert, a Frenchman who had invented a way to preserve animal and vegetable foods. Underwood landed in New Orleans and walked from there to Boston in his hunt for a suitable place to establish himself in the business of canning foods. There was only one simple idea in the mind of this man, and that was to prepare articles of food which would be absolutely pure, wholesome and as good as it was possible for man to make them.

The business grew slowly at the beginning. Americans did not want canned foods that were not imported, and then, too, the price for his goods was high. But this did not hinder him from hewing to his line of quality. It was a simple policy, but like all simple things, solid and strong; and, although the business grew slowly, it grew solidly. The

policy of adhering to only one ideal did away with many vexing and complicated questions, such as competition, costs, prices, fear of investigation and so on. For there was only one thing to do—make the best that it was possible to make.

The business grew slowly and steadily through the years to the time of the Roosevelt meat investigation in 1906.

"For the next few years," Mr.



THE GREATEST Sandwich IN THE WORLD

CHILDREN love Underwood Deviled Ham sandwiches because they taste so good. Mothers favor them for their health-giving qualities. The soldiers eat them because the know that Underwood Deviled Ham is a pure, nourishing and digestible food, made today as it was 100 years ago, of cooking ham prices have changed since and Underwood Deviled Ham is still highly delicious! Indispensable to every well-ordered pantry.

Dishes of delicious flavor can be made from Underwood Deviled Ham. A recipe for "The Little Miss Muffet Sandwich" may be seen on page 100. And the sandwich will bring you a simple meal that by losing grace everywhere.

WILL UNDERWOOD COMPANY, 20 Dallas Street, Boston, Mass.
In Boston over 200 points

Underwood Deviled HAM

THE SANDWICH IS THE INEVITABLE
ILLUSTRATION AND TALKING POINT
IN THIS CAMPAIGN

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Harding says, "the necessity for impressing the idea of absolute purity on the public seemed so important that the advertising ran along that line. And then came a change in our thought. We suspected that the public was getting 'fed-up' on talk about purity, and that the more we continued to tell people that our goods were pure, the more they would probably suspect they were not. We began to believe that what people wanted to know now was whether things tasted good, and our advertising agency got up the slogan 'Taste the Taste,' and ever since that time the element of taste has been the dominating feature of the Underwood advertising. While it is impossible to get an accurate check on the results of national advertising, that doctrine, viewed in retrospect, seems to have been sound. We might have talked for years about purity, wholesomeness, etc., but would probably not have succeeded in convincing many people of the truth of those

statements without giving them a personal visit to the factory, which was out of the question; whereas, on the point of taste, anybody could convince himself for fifteen cents, and an increasing number of people began to do it."

The advertising history of Underwood Deviled Ham might, therefore, be divided into three periods: first, a period of appeal to a particular market without knowledge of the extent or the confines of its true market; second, a period of spreading its reputation for purity; third, the gaining of a knowledge of its most important market and concentrating its forces upon that market. And this last period, as Mr. Harding says, is proving the most productive of all.

C. M. Williams with Cincinnati Mail-Order House

C. M. Williams, for many years general advertising manager of *The Billboard*, has become sales and advertising manager of the Seyler Medicine Company, Cincinnati mail-order house.

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine
and Street Car Advertising

Publicity and Merchandising Counsel

Aug. 2, 1923

Anniversary Editorial Gets Pleasant Response

THE CHARLES ADVERTISING SERVICE
NEW YORK CITY, JULY 28, 1923.

Editor of PRINTERS' INK:

I think the editorial, "After Thirty-Five Years," in your July 19 issue is one of the most instructive, most interesting and most inspiring that you have written in a long, long while. I was doubly interested in this editorial; first, because I admire George Hopkins and his intelligent aggressiveness to the very extreme; next I appreciate the generous manner in which you had handled Mr. Hopkins' recommendations, "Swap Experiences."

In my humble opinion the more personal you make PRINTERS' INK without losing sight of the constructive side, the more interesting and more instructive it will be.

Let the good work go on!

THE CHARLES ADVERTISING SERVICE,
H. H. CHARLES,
President.

Wilde Publications at Omaha, Neb.

The publication office of the *Commercial News* and the *American Farm Equipment*, issued by the Wilde Publishing Company, was changed with their issues of August 1 from Sioux Falls, S. D., to Omaha, Neb.

With the removal of the publication office to Omaha the publishing company has been reorganized. Dean Wilde, formerly editor and publisher of the two publications, has been made president of the company and editor of *Commercial News*. C. J. Nuttal, secretary of the company, is editor and manager of *American Farm Equipment*. J. S. Michaels is vice-president. Robert P. Kimball, for several years on the advertising staff of the *Omaha Bee*, has been made advertising manager of *Commercial News*. An office has been opened at Chicago by the two publications under the management of James T. Heed.

Newspaper Campaign for Stahot Electric Irons

A newspaper advertising campaign is being planned by the Stahot Electric Corporation, Yorktown Heights, N. Y., on Stahot electric irons. This campaign will cover New York, New England, and the Southern and Atlantic States in the order named. Hewitt, Gannon & Company, Inc., New York advertising agency, will direct this advertising.

C. H. Denhard to Represent Critchfield in the East

Charles H. Denhard, of Chas. H. Denhard & Company, New York, has been appointed Eastern representative of Critchfield & Company, Chicago advertising agency.

Advertises a July Sale of Winter Overcoats

A pre-season sale of winter overcoats in July was announced in full-page newspaper space by L. Straus & Company, Indianapolis. The copy was permeated with flying snow and from out of the mouth of a typified storm king were blown the words "If Winter Comes." Below this caption was the following: "Another sale of winter overcoats that'll knock the town cold in July!—but keep it warm in November!"

An appended note to the advertisement promised the co-operation of the credit department of the store in allowing patrons who purchased overcoats at the sale to have their purchases charged on their October accounts, payable in November.

Pittsburgh "Press" Joins Scripps-Howard Newspapers

The Scripps-Howard newspapers have bought a controlling interest in the Press Publishing Company, publisher of the Pittsburgh, Pa., *Press*, afternoon and Sunday morning newspaper, from Colonel Oliver S. Hersham. Colonel Hersham will continue as a director of the company in which he retains a minority stock interest. He has been owner and publisher of the *Press* for almost twenty-three years.

Albright Tooth Brush to Be Advertised in Magazines

The Rubberset Company, Newark, N. J., will conduct a national advertising campaign in magazines on the Albright tooth brush, beginning in October. This advertising will be directed by The Hanser Advertising Agency, Inc., New York.

Sweet Potato Exchange Account for Ferry-Hanly

The Southern Sweet Potato Exchange with headquarters at Alexandria, La., has placed its advertising account in the hands of the Ferry-Hanly Advertising Company.

Frank L. Scott Company Appoints Street & Finney

The Frank L. Scott Company, New York, manufacturer of toilet paper, has placed its account with Street & Finney, advertising agency of that city. A campaign in newspapers is planned.

John C. Young Dead

John C. Young, former owner of the *Calgary, Alberta, Herald*, died at New Westminster, B. C., on July 28. Mr. Young was born at Newark, England, and came to Western Canada in 1884. He was fifty-seven years old.

The Indianapolis News *is different*

INDIANAPOLIS readers read The News—and believe it. For fifty-four years The News has earned and maintained the steadfast loyalty of its readers by its unwavering loyalty to them. The News is a power in the public life of its community and state. It is first in its field—in reader interest, in circulation, in advertising lineage, and in results for advertisers.

The Indianapolis News

Frank T. Carroll, Advertising Manager
 New York Office: Dan A. Carroll, 210 East 42nd Street
 Chicago Office: J. E. Lutz, The Tower Building

Here is the indisputable
EVIDENCE-
These are the facts that
Cannot be Evaded!

Advertising lineage figures for 1922 are conclusive evidence that

The Oklahoma Farmer

is always first in Oklahoma. OKLAHOMA ADVERTISERS AND OKLAHOMA ADVERTISING AGENCIES, the men who live in Oklahoma and who work in Oklahoma, for years have consistently bought more advertising in the OKLAHOMA FARMER than in the other Oklahoma farm paper.

In 1922

OKLAHOMA ADVERTISING AGENCIES bought \$19,979 more space in the Oklahoma Farmer than in the other paper.

OKLAHOMA ADVERTISERS used nearly 6,000 lines more space in the Oklahoma Farmer.

Arthur Capper
PUBLISHER

THE CAPPER

Circulation 1,553,696

TOPEKA, KANSAS

Sections - Capper's Farmer - Oklahoma Farmer
Kansas Farmer and Mail and Breeze

FARMERS WHO DEAL IN PURE-BRED LIVESTOCK—those farm business men who deal primarily with the farm-owning, cash-in-hand farmers, give the majority of their advertising to the OKLAHOMA FARMER.

For years, the OKLAHOMA FARMER has ranged SECOND of all farm papers in the country, in volume of food advertising carried.

Conclusion

No amount of clever salesmanship or adroitly worded arguments can possibly offset this straight-line conclusion that Oklahoma advertisers, advertising agencies, and raisers of purebred livestock are in a position to judge the merits of their own state paper.

Since these business men are investing their money in OKLAHOMA FARMER advertising, business men in other parts of the country are safe in following the same sound precedent. Oklahoma advertisers KNOW.

FARM PRESS *Marco Morrow
ASST. PUBLISHER*

Line Rate \$8.50

Milline Rate \$5.47

Nebraska Farm Journal-Missouri Ruralist
Pennsylvania Farmer-Ohio Farmer-Michigan Farmer.

What the World's Greatest Advertising Buy Can Do For You!

A large New York Manufacturer, maker of a well-known food product, recently ran a full page advertisement in colors, in the American Weekly.

Wider consumer acceptance was desired.

In response to this single advertisement they received **MORE THAN TWENTY-SEVEN THOUSAND REPLIES.**

The advertisement ran more than two months ago, and it is **STILL PULLING!**

• • • • •

The line rate of the American Weekly (Seven Dollars) is practically one-quarter the **COMBINED** rate of the **TWO** next largest publications in the country.

Its circulation is greater than the **TWO COMBINED!**

Color advertising pays, and it pays best in the pages of the "World's Greatest Advertising Buy."



A. J. Kobler, Mgr.

1834 Broadway, New York

*If you want to see the color of their money—
use Color!—A. J. K.*

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What Is the Future of House-to-House Selling?

It Seems to Offer a Better Opportunity for the Retailer Than for the Manufacturer

DAIRYMEN'S LEAGUE NEWS
NEW YORK CITY, July 17, 1923.

Editor of PRINTERS' INK:

The writer would very much appreciate a brief statement from you as to your opinion of the present status and the future of direct-to-the-consumer sales on such commodities as food products and wearing apparel with a quick turnover.

Answers to the following questions would also be very much appreciated:

1. Is the housewife becoming more or less receptive to direct sales?

2. Are chain stores forcing many independent stores into this method of doing business?

3. Do you consider it impossible to establish a permanent clientele among housewives providing the product is above the average and the price is right?

4. What is the general opinion of the public on the matter of house-to-house solicitation?

DAIRYMEN'S LEAGUE NEWS.

QUESTION No. 1: This question is not clear. If by "direct sales" house-to-house selling is meant, we do not believe that this method of selling is any more of a factor in distribution at present than it ever was. True enough, there are probably more concerns trying to sell this way today than at any time in the past, but we doubt if the percentage of goods entering the household in this manner is any larger now than it was a few years ago. The fact is that the amazing success of the Fuller Brush Company and two or three other organizations in house-to-house selling has brought a host of imitators into the field. The followers, however, have not been able to duplicate the success of the pioneers.

If by "direct sales" is meant the desire of the housewife to buy goods of known origin, then we would say that there is a most decided tendency in this direction. Whether she buys by mail or from a retailer or from a canvasser, the housekeeper wants to know who made the goods and who stands sponsor for them. The day of unlabeled or untrade-

marked or anonymous goods is past.

Question No. 2: Unfortunately not. There was a time a few years ago when nearly every grocer sent his salesmen around to the home of his customers to get their orders. This good old custom is now almost entirely extinct. The general adoption of the telephone made it unnecessary for the salesmen to call. Customers can phone in their orders. But general opinion to the contrary notwithstanding, we believe the introduction of the telephone was a bad thing for the grocer. For one thing, because of it, fewer customers visit his store. People who buy over the phone buy less than if they visited the store. They miss the influence of signs, displays and other suggestions that tempt a person to buy what he may not have intended to purchase when he went in the store. In the second place, the telephone stopped the calls of the grocer's order-takers. These fellows were usually good salesmen and generally left a house with a much larger order than is today sent in over the phone.

The substitution of telephone selling for house-to-house selling would not be so bad, if grocers would do more selling over the phone. But most of them scarcely use the telephone at all as a selling instrument. They usually do no more than to accept whatever orders come in over the phone, but do little to increase the size of those orders. The possibilities of telephone selling are unlimited. If a grocer will use his imagination, he could think of a number of ways to run up his volume by a more intelligent use of the telephone. For instance, right now the peach season is coming in. If a grocer would call up his regular customers and ask them to let him book their orders for canning

Aug. 2, 1923

peaches, he would put the idea of canning into dozens of heads that might have forgotten about it until it was too late or that did not intend to do any canning this year. An ordinary size grocer could sell a carload of peaches in this manner, besides selling large quantities of sugar, spices, jars, rubber rings, etc. Selling of this kind is altogether too rare in the grocery business. Too many grocers waste time and effort in worrying about the chains that could be used in selling merchandise over the telephone.

Question No. 3: The experience of the Fuller Brush Company, Spirella Corset Company, Jewel Tea Company and others shows that a permanent clientele can be established in this way.

THE RETAILER'S OPPORTUNITY TO GIVE SERVICE

Question No. 4: That it is overdone so far as manufacturers are concerned and that not enough retailers are doing it. If many manufacturers started to sell their goods through canvassers, the housekeeper would be obliged to give too much of her time to considering their propositions or to responding to her doorbell. The position of the local retailer is different. He is in daily contact with the people in his community. They know him and patronize him. Hence the visit of the retailer is likely to be welcome and to be regarded as an evidence of his desire to give better service to his customers. For example most families would like to see their local electrical goods dealer call once a month and fill in all the vacant sockets and replace dead lamps. There are a lot of dead lamps in nearly every house. Most of us forget to have them replaced until so many of them go "dead" that we are literally forced to buy more. The periodical visit of the dealer would take care of this problem. When he called he would find no end of opportunity to give service. He could, for instance, suggest the right lamp, both as to size and kind, for each place and each purpose. Inci-

dently he would pick up many orders on these visits for appliances, fixtures and perhaps for an occasional contract job.—[Ed. PRINTERS' INK.]

New Advertising Business at Tulsa, Okla.

Kent J. Owens has started an advertising business known as the Advertisers' Service at Tulsa, Okla. Mr. Owens was formerly assistant sales manager of the Laurentide Company, pulp and paper manufacturer, Montreal, and more recently advertising manager of the Arrow Electric Company, Hartford, Conn.

Accounts placed with Mr. Owens include the A-1 Packer Corporation, Crowell Packer Company, Hinderliter Tool Company, International Supply Company, Kliewer Steam Snuffer Manufacturing Company, Maloney Tank Company, and the E. L. Whitney Company. All of these companies are located at Tulsa.

Trade-Mark Vacuum Feed System for Future Advertising

Byrne, Kingston & Company, Kokomo, Ind., manufacturer of Kingston carburetors, has made application for registration of the trade-mark "Oil-Vac" for use on vacuum feed systems for motor vehicles. No advertising on the product is contemplated before 1924, Paul Burke, sales manager, informs PRINTERS' INK.

Pacific Coast Campaign for Shasta Water

Pacific Coast newspapers will be used by the Shasta Water Company, San Francisco, bottlers of Shasta water and Shasta ginger ale, in a campaign on its products. The account has been placed with Norman F. D'Evelyn, advertising agent of San Francisco.

B. F. Goodrich Shows Profit for Half Year

The B. F. Goodrich Company, Akron, O., footwear, rubber goods, tires and tubes, including subsidiaries reports net profits for the first six months of 1923 of \$3,006,384. Net sales for the same period are given as \$54,074,926.

Has Pickands, Brown & Company Account

The advertising account of Pickands, Brown & Company, Chicago, selling agents of Chicago Solvay Coke, is being handled by the Chicago office of the Ferry-Hanly Advertising Company.

Joins Johnk, Beran & Kibbee

Nolan R. Bower, formerly advertising manager of the Westgate Metal Products Company, Oakland and San Francisco, has joined the sales staff of Johnk, Beran & Kibbee, San Francisco printers.

HERE'S THE WAY TO PICK PASSENGER CAR CAMPAIGNS

The Post and the Digest
for mass

The Condé Nast Group
for class

The five leading magazines
in volume of passenger car
advertising during the first
six months of 1923 were

in order:

Saturday Evening Post
Literary Digest
Vanity Fair
Vogue
House & Garden

Automobile advertisers used
sound judgment in their
choice of these five maga-
zines to present their cars to
the public. And the manufac-
turer of any product of high
quality and wide appeal, no
matter what its price, will
find no better coverage.

THE CONDÉ NAST GROUP

VOGUE
VANITY FAIR
HOUSE & GARDEN

Brake Lining Association Seeks Safety for Motorists

The Brake Lining Industry to Advertise to Influence Car Owners to Think Seriously about Their Brakes—Campaign Centres around Education of Dealer and Garage Man

THE Asbestos Brake Lining Association has started an educational advertising campaign to impress upon the public the importance of inspecting automobile brakes before it is too late.

One national advertiser in the brake lining industry has stated that in one city 80 per cent of the automobile accidents were traced to defective brakes. According to statistics compiled by a New York advertising agency, there are 3,000,000 motor vehicles in this country with brakes that are in need of attention.

Brake inspection does not, however, necessarily mean new lining. In many cases only a slight adjustment is all that is needed. To get people to think about their brakes, to make the necessary adjustments or renewals of lining when needed and thus reduce the number of motor accidents is the purpose of the association's campaign.

The association believes that the time has come when positive steps must be taken by all interested to help eliminate the waste of life and property caused by avoidable automobile accidents. Such work is going on in earnest in many quarters. Safety councils, automobile clubs, municipalities and individual advertisers, such as the manufacturer of Weed Chains, the Standard Oil Co., with its "Rules of the Road" advertising, and others are doing their part to free the roads of wrecks and their attendant horrors.

In addition to the Asbestos Brake Lining Association's own educational work the various members of the association will be asked to carry appropriate an-

nouncements in their advertising to supplement the campaign of the association.

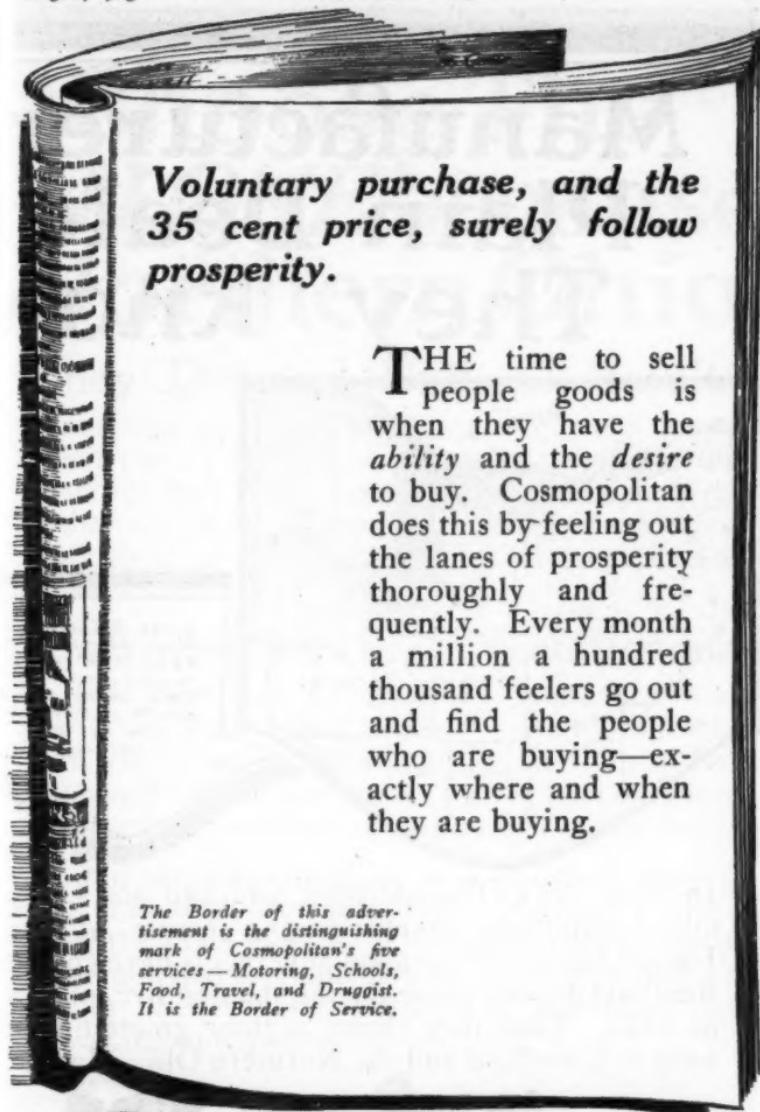
The association will distribute to the public approximately 100,000,000 pieces of literature through the automotive industry, safety councils, chambers of commerce, automobile clubs, traffic officers, police commissioners and others interested in the brake inspection movement. This printed matter will include four-colored lithographed window posters, tags to be affixed to automobiles which will carry the poster picture on one side and on the other a set of seven easy rules for the inspection of brakes, and gummed stickers which will bear the slogan of the association: "Brake Inspection—Your Protection."

An eight-page illustrated booklet, describing the objects of the campaign, will be sent to recognized jobbers, service stations and garages throughout the country.

Members of the association will call the attention of their trade to the campaign and will endeavor to arouse the interest of jobbers, service stations and garages in the work and to get them to do their part in distributing the printed matter.

The eight-page booklet which the association is publishing will contain a complete set of rules for the proper inspection and adjustment of brakes which were compiled with the assistance of prominent mechanical engineers. All of the literature will be illustrated by a sketch of a young man going at a rapid speed and applying the brakes at a critical moment. Scare copy, which might have other than a healthy influence, will be avoided. The tags mentioned previously are so made that they can be affixed to an automobile in twenty different places. These can be put on at garages or by traffic policemen or others while the car is standing at the curb.

The Asbestos Brake Lining Association was organized in January of this year and this campaign is the beginning of its activities to get the public to think seriously about automobile brakes.



**Voluntary purchase, and the
35 cent price, surely follow
prosperity.**

THE time to sell people goods is when they have the ability and the desire to buy. *Cosmopolitan* does this by feeling out the lanes of prosperity thoroughly and frequently. Every month a million a hundred thousand feelers go out and find the people who are buying—exactly where and when they are buying.

*The Border of this advertisement is the distinguishing mark of *Cosmopolitan's* five services—Motoring, Schools, Food, Travel, and Druggist. It is the Border of Service.*

Cosmopolitan

35 Cents

America's Ablest Advertising Medium

W. S. BIRD
Eastern Sales Manager

A. C. G. HAMMESFAHR
Business Manager

J. J. BARNETT
Western Sales Manager

Aug. 2, 1923

Manufacturers Plain Dealer They know



Every dot on this map represents 10 families — ALL readers of The Plain Dealer. There are 19 jobbing centers in this territory.

In New York, Philadelphia, Chicago and every other important manufacturing center of the United States, 537 national advertisers have chosen the Plain Dealer alone during the first five months of 1923. This, they claim, is their greatest sales help in Cleveland and the Northern Ohio Market.

The Plain Dealer

The Plain Dealer

J. B. WOODWARD
110 E. 42nd St.,
New York

WOODWARD & KELLY
Security Bldg., Chicago
Fine Arts Bldg., Detroit



Choose The *ALONE* because Northern Ohio

They Demand Unusual Results

What keen merchandisers have sought and found is what every careful merchandiser demands—the coverage by a single newspaper big enough to do a thorough job. Economy is an important consideration, but that comes naturally in their choice of the Plain Dealer.

1,579 Advertisers Reach Same Decision

In 1922 there were 1,042 national advertisers who chose the Plain Dealer alone. These, together with the 537 who acted identically during the first five months of this year, make a great total of nearly 1,600 careful buyers of newspaper advertising.

No big national advertiser ever thinks of coming into this rich Northern Ohio Market without using the Plain Dealer. This is why this one good home newspaper alone carried more than half of all of the national advertising published by Cleveland newspapers during 1922.

Dealer

Will Sell It

R. J. BIDWELL CO.
Times Building
Los Angeles, Cal.

742 Market Street
San Francisco, Cal.

—said Wendell Phillips

"It is a momentous, yes, a fearful truth, that millions have no literature, no schools and almost no pulpit but the press. Not one in ten read books, but everyone of us, except the few helpless poor, provides himself with a newspaper. It is parent, school, college, pulpit, theatre, example, counsellor, all in one. Every drop of our blood is colored by it. Let me make the newspapers and I care not who make the religion or the laws."

This incomparable sales force—the University of the Masses—national or sectional, as you wish, available at a moment's notice, can at once stimulate and stabilize any business. It can be localized right where your goods are on sale and extended to keep pace with distribution.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

When Quality Line Prestige Can Carry Cheaper Goods

What Happened When McQuay-Norris, Established on High-Grade Basis, Entered Popular-Price Field

By G. A. Nichols

WHEN piston rings were selling for fifteen or twenty cents each—as many of them are now, in fact—the McQuay-Norris Manufacturing Company, of St. Louis, started out with a leak-proof piston ring to retail at \$1.50. Through a consistent policy of general advertising, which has been carried forward on an automatically expanding basis since the beginning twelve years ago, the company finally established a market for its quality piston ring, the price of which later was changed to \$1.25.

The rapid expansion of the market showed the company that, while entirely successful, it was not measuring up to its full opportunity through manufacturing and selling only one grade of ring. And with the desire to expand came the realization that the advertising, resultful though it had been for the one ring, was of such a nature that there was little upon which to build a general business.

"The name 'Leak-Proof,' which was the registered trade-mark name of our product, was featured strongly," says W. K. Norris, president of the company. "The name is descriptive. Any manufacturer of piston rings could claim for them leak-proof qualities, even though he might not call them directly by that name. We began, therefore, to veer away from the name 'Leak-Proof' and to concentrate our advertising emphasis upon the name 'McQuay-Norris.' This gave us room to add other lines. We had occasion later to bring out what we call the 'Superoyl' ring for use in cylinders that pump oil. With the prestige gained from McQuay-Norris through the advertising of our 'Leak-Proof' rings it was an easy matter indeed to secure immediate acceptance for the 'Su-

royl' ring. If we had kept on advertising 'Leak-Proof' we would have had no general name that we could transfer to the new product.

"The same proposition came up when we purchased the Wainwright piston and pin business. Through our advertising we are gradually transferring to McQuay-Norris the prestige and reputation of the Wainwright line. Immediately after acquiring the Wainwright business we added Wainwright pistons and pins to our list in our general advertising, but showed the McQuay-Norris name in small letters over 'Wainwright.' The name 'McQuay-Norris' is gradually being made larger in successive advertisements, and the eventual result can be that Wainwright may be the trade name of one of our products or be absorbed altogether, as we may desire."

THE OTHER SIDE OF THE PROBLEM

The piston rings, pistons and pins mentioned by Mr. Norris are all quality goods, sold at corresponding prices. It proved to be a fairly easy advertising task to get the newer members of the growing family across, on account of the advertising prestige of the McQuay-Norris name. But how would the proposition work out if cheaper rings were added to the line?

The advertising for the "Leak-Proof" and "Superoyl" rings had been carried forward so persistently and on such a large scale that jobbers in automobile supplies and accessories became thoroughly sold on the idea that a name, after all, was a good thing to apply to even such a lowly article as a piston ring. But the jobbers represented to the company that it was filling its field only partially because of

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the high price of its two products. Why not put out a less expensive ring and thus gain a vastly larger market that would come from the mass of people and dealers to whom \$1.25 for a piston ring seemed too high?

The company battled with the proposition for a long time. It had no fear that the name "McQuay-Norris," backed up by the concern's merchandising system, would fail to establish the cheaper ring in a hurry, but it feared the popular-priced product would interfere with its two quality rings—the "Leak-Proof" and the "Superoyl." If a popular-priced piston ring were to be adjudged good enough for McQuay-Norris to get behind would this not be evidence *per se* that the quality rings were, after all, pretty much in the nature of a luxury that could just as well be dispensed with?

Here was another problem for which there were no precedents and which, like the advertising in the beginning, had to be approached through experimentation.

And right here was developed an interesting phase of public acceptance of a manufacturer's name and standards. McQuay-Norris put out a variety known as "Snap rings," which were made to the then prevailing standards of accuracy and quality. In the interest of further cheapness, the rings were packed fifty to the carton. Jobbers and distributors readily accepted them. But almost immediately the company got a shock. For the first time in its history, it began to receive complaints about its merchandise—complaints that these cheap rings were not as accurate as the trade expected such a product to be when purchased under the nationally advertised and accepted name of McQuay-Norris.

"These rings are good enough value for the money," one jobber reported. "If they had originated almost any other place, our trade doubtless would accept them without argument. But coming from McQuay-Norris they are expected to be better." So immediately it was necessary to increase the

quality and the accuracy of the rings. Price was not primarily the consideration. Criticisms of the package came also. As a result, it was necessary to change the packing from fifty rings, to the package of twelve—also to increase the quality and the accuracy and the finish until really a new standard in this field was established.

A PLEASING DEVELOPMENT DUE TO ADVERTISING

Then a most gratifying development came about. The lower-priced ring, although selling for considerably more than was charged for many other makes of popular-priced rings, immediately developed an overwhelming demand. The reason for this was the good-will built up for McQuay-Norris by the consistent advertising effort caused jobbers, dealers and users alike to believe that in the lower-priced goods there would be quality and values in the "Leak-Proof" and "Superoyl" brands.

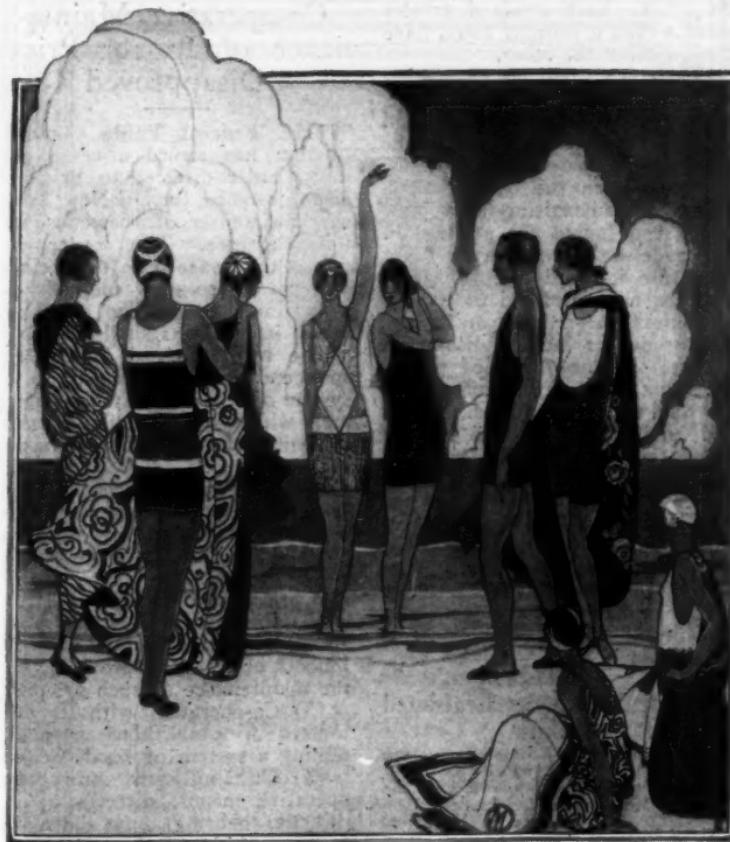
Following this development there arose demand for still another price classification of piston rings with a peculiar physical advantage—a piston ring which would seat quickly. Most piston rings have ground faces. It takes considerable running of the motor for them to work into a perfect seat or bearing on the cylinder wall. Many car owners were impatient during this wearing-in period. They wanted a piston ring which would come into bearing quickly. But it must necessarily be a comparatively low-priced ring. Therefore, McQuay-Norris next created a medium-priced, quick-seating ring for this field which they market under the name of "Jiffy-Grip," at 50 cents each.

"What pleased us most of all," says Mr. Norris, "is that by admitting the two lower-priced rings to the family in good standing we widened our market surprisingly and in so doing actually increased the outlet for our higher-priced rings. Where we feared the cheaper kind would be a drag they proved to be exactly the opposite. In fact each kind helped

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PRINTERS' INK

43



"The Most Beautiful Beach in Europe"

IT is of Venice and its exquisite Lido that Baron de Meyer writes for the August Harper's Bazar. All smart America goes to Europe one year or another, but nowhere else does it find the scenes it knows described more charmingly than in Baron de Meyer's articles in every Harper's Bazar.

Harper's Bazar

2/- IN LONDON

50c

6/- IN PARIS

the other. Each attained greater volume than it possibly could have done without the other.

"There is a great merchandising principle involved here. Suppose, in the very beginning, we had come out with a ring such as the kind we now are selling for 25 cents, or even the 50-cent kind. Could our advertising then have established for us the position in the trade we have today? I am very sure it could not. Our experience has convinced us that in a business where there can be several grades of merchandise, with a corresponding range of prices, the thing to do is to start at the top and work downward. If we had pinned our faith to 25-cent or 50-cent rings, I imagine we would have considerable difficulty now in convincing people that our \$1.25 rings are well worth that. But, starting with the \$1.25 price, and definitely establishing ourselves on that basis, it was a simple matter indeed to show that our 50-cent and 25-cent rings had real value also."

Itinerant Merchants Legislated Against

The Pennsylvania State Legislature has passed a bill, which Governor Pinchot has signed, known as the Itinerant Merchant Bill. Sponsored by the Philadelphia Chamber of Commerce, this bill makes it necessary for traveling merchants to pay a license fee ranging from \$25 to \$200 per month, and aims to stop the practice of vendors from other cities selling from street corners, hotel rooms, or temporary stores. The object is protection for local merchants from this class of competition.

A. C. Smith Heads Los Angeles Advertising Club

A. Carman Smith of Smith & Ferris, Los Angeles advertising agency, was elected president of the Los Angeles Advertising Club at the annual meeting of that organization.

Ross Welch and Irving S. Smith were elected vice-presidents, and Glen W. Duncan, secretary-treasurer. Directors chosen were: Elliott C. Hensel, E. J. LaFon, Ray E. Nimmo, James G. Sprecher, W. A. Holt and Lonnie G. Feagans.

Death of Miles Trumbull

Miles Trumbull, sales manager of the Franklin Automobile Company, Syracuse, N. Y., died at that city on July 28.

Co-operative Maintenance of Resale Prices Disapproved

THE Federal Trade Commission has issued a cease and desist order directed to Prichard and Constance, Inc., of New York, a manufacturer of cosmetics and toilet articles. The order requires the concern to discontinue various co-operative methods of fixing and controlling prices at which its products shall be resold.

The methods used by the respondent in carrying into effect its system of resale price maintenance and which are specifically prohibited in the Commission's order are:

(1) Giving or offering to give special discounts, bonuses or terms of sale, to jobbers or retailers, conditional upon their observance of or promise to observe the resale prices fixed by respondent;

(2) Contracting or entering into agreements or understandings with jobbers or retailers, providing for the maintenance of such prices;

(3) Co-operation with its customers in establishing or maintaining a system of resale prices;

(4) Utilizing any other co-operative means, directly or indirectly, to bring about the maintenance of the resale prices fixed by respondent.

Endicott-Johnson Sales Increase

The Endicott-Johnson Corporation, shoe manufacturer, and its subsidiary companies, report net sales of \$33,478,179 for the first six months of 1923, as compared with \$27,485,209 in the corresponding period of last year. Net profits for the first half of the present year, after Federal taxes, depreciation, etc., is given as \$2,321,977, as against \$2,361,239 for the same period in 1922.

Building Supplies Account for Chicago Agency

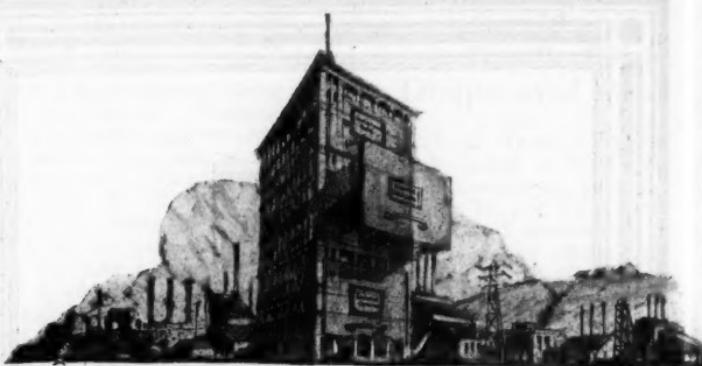
George J. Kirkgasser & Company, Chicago advertising agency, have been appointed to direct the account of the Milwaukee Corrugating Company, Milwaukee manufacturer of Milcor metal lath, steel tiles and other building supplies. Present plans comprise the use of business papers in advertising a new metal trim for buildings.



During the first six months of 1923 National Clothing Advertisers showed a preference of 87% for The Journal, of Minneapolis. One third of these advertisers used the Journal exclusively. The Journal lineage was 50,393.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*



A Complete Index File To Serve Industry—

The McGraw-Hill Institution

Look upon McGraw-Hill as a vital piece of equipment, necessary to industry—a complete index file whose contents are always available—whose drawers are always unlocked.

The sixteen McGraw-Hill Engineering and Industrial Publications are the carriers of McGraw-Hill service that wing their way to every corner of the earth.

The McGraw-Hill Institution, as housed in its own building, is the permanent headquarters, at home, ready to disseminate specific market data and information regarding any of the fields it serves, whenever its resources are tapped. As for instance, editorial opinion focused on some particular problem, market analyses made by research men experienced in the field in which the analysis is made, statistical data applying to any cross section of industry.

These are some of the industrial aids available to any one who cares to use McGraw-Hill as an

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index file. The material is on hand, collected from the field by McGraw-Hill editors, compiled and assembled by men trained in industrial research and ready to be given out on call. Our message, therefore, to advertising agency men and manufacturers is this:

Use the McGraw-Hill Institution and all its vast resources as your index file.

Use the McGraw-Hill Publications to reach the markets made clear to you by the index service which this Institution can render.

Fil

The Papers That Serve

Chemical and Metallurgical Engineering

Serving the chemical engineering industry.

Engineering News-Record

Serving those directly engaged in the practice of civil engineering or in construction work generally.

Engineering and Mining Journal-Press

Serving those interested in metal mining, smelting and refining.

Pacific Mining News

Published in San Francisco as an added service to Engineering and Mining Journal-Press subscribers located in far Western Territory.

Coal Age

Serving the mining operators and distributors of both bituminous and anthracite coal.

American Machinist

Serving machine shop executives and engineers.

American Machinist—European Edition

Published in London and circulated throughout the countries of Europe and the United Kingdom.

Power

Serving all those concerned in power plants with the generation and transmission of power.

Electric Railway Journal

Serving officials and department heads on roads comprising 98% of the total electric railway industry.

Bus Transportation

Serving those in the bus transportation industry who are associated in engineering, managerial, or general business capacities.

Electrical World

Serving executives and engineers, including those who design, construct, operate, maintain, equip, or finance the great plants that generate or use electrical energy for power, light, heat and transportation.

Electrical Merchandising

Serving those who sell, manage or finance electrical appliances, equipment, supplies or service.

Electrical Retailing

Published in Chicago to supplement the service of Electrical Merchandising among smaller dealers, contractors and non-electrical distributors of electrical goods.

Industrial Engineer

Serving those responsible for the proper operation and maintenance of electrical and associated mechanical equipment in mills and factories.

Journal of Electricity

Serving all industries in the Western States interested in the economy, efficiency, and convenience of electric power.

Ingéniería Internacional

Serving in all Spanish-speaking countries, engineers, technical and industrial executives in the five major branches of engineering.

McGraw-Hill Company, Inc.
10th Avenue at 36th Street, New York, N. Y.

Kentucky Is In On Prosperity's Pickup!

The survey at Washington just released by the Department of Labor shows that 31 cities, including LOUISVILLE, reported INCREASED EMPLOYMENT for June, that enlarged activities in city and state continue despite the fact that July and August are ordinarily considered as slow months. Besides, the outlook for increased Fall and Winter business is most favorable for Kentucky, which is among the states enjoying good times.

Manufacturers of Nationally Advertised Products

who are casting about for a profitable market can make no mistake in using the columns of

The Louisville Herald

This prosperous territory, which includes Kentucky and Southern Indiana, can be effectively covered at one cost by the sole use of The Herald. Advertisers seeking to capture this rich and profitable market are urged not to let this opportunity slip through their fingers.

Take the matter up NOW with your Agency. Write or wire us direct or consult with any of our representatives nearest to you. Confirm these facts and you'll use—

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
LOUISVILLE HERALD
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

The Louisville Herald

Kentucky's Greatest Newspaper

Foreign Representatives

KELLY-SMITH Co.
Marbridge Bldg. . New York
Lyton Building . . Chicago
GEO. M. KOHN
Walton Building . . Atlanta
R. J. Bidwell
Market St. . San Francisco
Times Bldg. . Los Angeles

Government Finds That Movies Have Shifted Preferences for Meats

A Problem That Has Some Significance to Every Manufacturer of Household Goods and Supplies

Special Washington Correspondence

THAT strange paradox, the summer selling of furs, can be justly blamed on the popularity of the automobile, which made an all-year business of one that was considered to be one of the most firmly fixed of seasonal industries.

The war demanded the untrammelled activities of several million women, and the purchases of corsets fell off to an alarming degree until the manufacturers, after sustaining heavy losses, redesigned their models to meet the demands of the new freedom.

Old King Tut, dead these three thousand years, was turned over in his grave, and almost immediately the demand for flowing, varicolored fabrics increased, the manufacture of dyes was stimulated, and a profitable revolution took place in the women's footwear trades.

In many strange ways the development of an industry, or some widely discussed event, whether it affects living conditions or not, reaches out in its influence and changes remote buying habits. On first thought, movies and meats are as far apart as the poles; but now the moving picture industry, already burdened with responsibility for the morals and manners of the nation, is discovered to be tampering with the meat industry by shifting demands into a perplexing problem for producers and dealers.

Several million women attend the movie shows two or three afternoons a week. A large percentage of them do their own work. Returning home about five o'clock, they demand foods that can be prepared quickly. Under the circumstances, meat is meat, and they are showing a decided preference for steaks, chops and other cuts that require quick cooking, in comparison with roasts

that must be cooked longer and other meats that must be carefully prepared to make them palatable.

This condition was very briefly mentioned in a recent statement given out by the Department of Agriculture, following an investigation of marketing conditions in the meat industry on which was based the prevailing poster advertising campaign. The advertising was fostered by the Department, and the purposes of the campaign were discussed in an article, "Posters to Increase Use of Meat," in PRINTERS' INK for February 22 of this year. Charles J. Brand, consulting specialist in marketing, of the Department, who had charge of the investigation and who was largely responsible for the advertising campaign, recently explained that the influences of the movies on the demands for meats was merely a sidelight on the subject, and that the Department had not been able to determine its extent.

VERIFIED FACTS WANTED

"Our investigators were after facts which could be verified," he continued, "facts which would furnish reliable statistical records. The influence of the movies is more or less temporary and varies widely in different parts of the country; but our investigators found that it was undoubtedly of enough importance in its effect to be worthy of consideration in the selling of meats, as well as many other commodities.

"Especially in the cities and larger towns, the investigators heard many complaints from dealers because of the difficulty in selling all cuts of meat in the established proportion. Practically all dealers buy their quarters and sides of beef from the packers, and formerly the variation of the

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prices for the different cuts regulated the demand satisfactorily. Now they find that the demand for steaks, chops, cutlets and other cuts that are easily prepared is out of all proportion to the demand for roasts and other cuts that require a lengthy process of cooking. Dealers frequently told the investigators that purchasers refused to buy roasts and the like, explaining that they were going to spend the afternoon at a movie show and wanted meats that could be quickly cooked.

"This condition is complicating the business of the dealer. He finds that the quality and flavor of meats, as regulators of price, are giving way to facility in cooking. He is at something of a loss to determine just how to figure his costs and resale prices, so as to come out with a profit. Two or three years ago he could always sell all of his roasts. He was glad to recommend them; they were the most satisfactory meats, as a rule, that he sold. Now he finds them difficult to move, even at slightly reduced prices, which he considers disproportionate to their palatability and food value.

"If this preference in demand continues to develop it undoubtedly will have a marked effect on the prices of all meats, for we are consuming more meat than during the war period. Last year showed an increase over 1921, and this year promises even a larger increase than that of last year in the consumption of all the meats we produce. In the meantime savory, nutritious cuts are neglected that are cheaper and as good as the popular ones.

"But while the movies are evidently one reason for the changing demands for meats, they are not the only factor. The shortage of household labor has induced many women to do their own work. High rents have reduced the size of apartments and kitchens. High building costs have had a tendency to lessen the number of rooms in new homes. More married women are employed in gainful occupations than ever before. Social activities of

women have increased enormously. Naturally, under all these circumstances, there is a tendency to give preference to the foods that require the least time to cook and the least skill to prepare."

Mr. Brand said further that several recent investigations by the Department indicated that the conditions mentioned were bringing about various other changes in household demands. The average American woman seems determined not to allow increasing household burdens to interfere with her growing social and other interests.

"Frequently we have been surprised," Mr. Brand continued, "at the many evidences of increasing demand for labor-saving devices for home use. The most familiar of these, probably because it is so widely advertised, is the vacuum sweeper, and then follow the fireless cooker, iceless refrigerator, steam-pressure cooker, washing machine and a host of others. There is an obvious relationship between this demand and that for steaks and chops, and probably the increasing supply of one may solve the problem of the other. Further education in the use of household conveniences, such as the fireless cooker and other devices, may induce many women to cook roasts during the afternoon while they are at the show.

"While the movies do not furnish all of the reasons for the present conditions of meat demands, they are mentioned frequently as the cause. Undoubtedly this is because they stand for leisure, recreation, romance, adventure, broadened ideas and pleasurable education.

"The problem has a significance of value to every manufacturer and advertiser of household goods and supplies, for the present condition well indicates a decided trend in the changing demands of a large percentage of American households."

Albert W. Luse, for ten years advertising manager of the Gage-Downs Company, Chicago corset manufacturer, is now associated in an executive capacity with The Bruce Morgan Company, Chicago advertising agency.

5 times more dealers —

Chappelow  Advertising Co.

Complete Service Coverage
Sales Promotion - Newswork
Mail Advertising - Illustrations
700 Washington Ave.



St. Louis Globe Democrat
St. Louis, Missouri.
Gentlemen:

We know you will be interested to learn that the number of grocers selling Sugar Creek Butter in St. Louis has been increased from 200 to 1,019 in four months time.

This fact was announced last night at a meeting of the St. Louis sales organization of the company.

An important factor in attaining this remarkable result has been the dominant space used in the St. Louis Globe-Democrat and the effective merchandising co-operation of your publication.

Cordially yours,

CHAPPELOW ADVERTISING CO.
Daniel A. Kuebel
Vice President.

In four months' time, Sugar Creek Butter, by increasing its dealer list from 200 to 1,019, has broken down sales resistance in this fertile field and cleared the way for unlimited profitable business. The Globe-Democrat was proud to share in this achievement.

St. Louis is exceedingly receptive to new products. It is no secret in St. Louis that the most economical means of reaching this market is the use of "dominant space in the Globe-Democrat."

Globe-Democrat

We could not be satisfied
unless we gave St. Louis
the BEST Newspaper

Would Make "Printers' Ink" Model Statute a Law in Every State

Executive Committee of Associated Advertising Clubs of the World Provides More Funds for Plan to Spread Truth in Advertising Movement

THE executive committee of the Associated Advertising Clubs of the World in session at Chicago last week took some notable steps forward in behalf of the Truth-in-Advertising movement.

One resolution urged representative business men throughout the country to work for the adoption of the PRINTERS' INK Model Statute in every State that does not now have legislation protecting the public from loss through the fraudulent use of advertising. The resolution further urged that local advertising clubs be formed in all cities where they do not now exist, the object being to enforce laws against fakers who misuse advertising. The PRINTERS' INK Model Statute is now a law in twenty-two States. These States are Colorado, Idaho, Indiana, Iowa, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Missouri, Nebraska, New Jersey, Nevada, New York, North Dakota, Ohio, Oklahoma, Oregon, Rhode Island, Washington, West Virginia and Wyoming. The task would be to have all other States enact it into law.

The committee approved a budget of \$121,500 for carrying on vigilance work through the central office in New York. With considerable pride and satisfaction it was stated at the meeting that this sum, added to the more than \$500,000 to be expended by the local Better Business Bureaus, ought to result in pushing the movement far ahead of any previous mark.

The approval of the increased budget caused E. T. Meredith, publisher of *Successful Farming*, and a member of the committee, to become reminiscent. He brought up the fact that during his previous membership on the committee, eight years ago, Merle

Sidener had asked for and obtained an appropriation of \$3,000 for experimentation in vigilance work.

"There is much difference between \$3,000 and \$121,500," said Mr. Meredith, "and eight years is really a short time. Vigilance work, both in its results and the important place it now has in official advertising activities, certainly has gone fast."

The other members unanimously agreed with him.

The resolution authorizing the increased expenditure brought out that "the Truth-in-Advertising movement of the Associated Advertising Clubs, and of the Vigilance Committees and the Better Business Bureaus of the local advertising clubs in a hundred cities have had the united and enthusiastic support of legitimate business houses in every line of commercial activity; and in many of the leading lines business associations have co-operated not only in lending the movement moral support, but have given it active co-operation and financial support; and newspapers and other publications have worked closely with us, helping to drive fraud out of advertising by giving publicity to our reports, and have also declined to sell advertising space to fraudulent advertisers."

It was recommended to business firms, publishers, bankers and others that "they make a still closer study of our Truth-in-Advertising activities to the end that a larger number of business firms may recognize that this movement is not merely propaganda but definite service yielding tangible results."

A. Levich, formerly advertising manager of the Des Moines *Capital*, is now with the Mannheimer Store, St. Paul, in a similar capacity. He was at one time with the *St. Paul Dispatch*.

"And This is the Story of the Bayne Family—"

"They live in Chicago—in Terre Haute—in Biloxi—in every city and hamlet in America, and the general trend of their lives is always the same. One family going out, five families coming in; one family slowly getting rid of its load, five families buying into life with all the money and energy they can control.'

—From "*The Story of the Bayne Family*"*

CHICAGO EVENING AMERICAN
EVENING

A Good Newspaper

* The title of a booklet issued by the Chicago Evening American and presenting the Chicago newspaper situation from a new angle. If you haven't received a copy, write for it today.

Marrying



"Would you want your Daughter to marry a Farmer?"

A farm paper publisher wrote to seven thousand farm wives asking this question: "Would you want your daughter to marry a farmer?"

Ninety-four per cent of them answered "Yes." What would the answer be if you tried this question with those who follow the many vocations that make up the activities of city life?

Farm mothers said:

"With modern inventions—the telephone and radio, power washing machinery, electric light

Farm Girls

plant and refrigerator, gas stove, kitchen cabinet, bath room, etc., our daughters can have on the farm everything they might have in town."

Think this over. Farm girls are marrying farm boys. Their mothers have taught them to insist upon homes with modern equipment.

Summer brides are furnishing their homes now. There is a wonderful opportunity for any manufacturer who sells an article that can be used or consumed in the home.

Reach these farm newlyweds—and the old-weds, too—through farm papers.

Your advertising agency will tell you how easily it can be done, and how moderate the cost.

Agricultural Publicity Committee 76 West Monroe St., Chicago

This committee was appointed by and is under the direction of the Agricultural Publishers Association. It employs no solicitors and represents no specific publications. All information published over this signature is absolutely impartial.



Aug. 2, 1923



Your Advertisement lives $2\frac{1}{2}$ Years!

YOUR advertisement in the Automobile Blue Book isn't "here today and gone tomorrow." The average copy of the 100,000 Blue Books sold annually remains in active use for $2\frac{1}{2}$ years.

You don't have to rely upon a quick flash while pages are hurriedly turned, to secure attention. Every time a Blue Book tourist plans a trip and throughout his tour, your advertisement is before him.

The motorist who spends \$3 for a Blue Book uses it over a long period of time and never throws it away. No advertisement in the Blue Book goes into the waste basket unread, or is missed in a hurried reading.

These are only a few of the reasons why the Blue Book should be put on your advertising schedule before any other medium is considered. May we send you complete information?

Blue Book facts

Remember that the Blue Book owner's car is his temporary home. He also needs razor blades, baked beans, soap and clothing.

The tourist places implicit faith in his Blue Book. For 22 years it has been the standard touring guide of America.

The Blue Book costs \$3. It automatically eliminates waste circulation.

Only tourists with money to spend need the Blue Book.

Saturday Evening Post advertising is constantly bringing new tourists into the Blue Book fold and adding to Blue Book prestige.

Over a million dollars has been spent to earn the Blue Book's name as the standard touring guide of America.

AUTOMOBILE BLUE BOOK

Standard Touring Guide of America

1036 W. Van Buren St., Chicago.

Trade Associations Are Dependent upon Advertising

Many Trade Groups Owe Their Existence to the Desire for Co-operative Advertising

By Allan P. Ames

HERE are in the United States today something like 1,200 trade associations. Many date back more than thirty years.

At the time the older associations of this great number were founded advertising was comparatively an untried force. The motives that first brought the members together had nothing to do, directly at least, with sales promotion. Manufacturers saw the advantages of exchanging information relative to raw material, volume of sales, accounting methods, credit risks, and industrial research. They also saw the value of uniting to oppose hostile legislation and establish uniform standards. Selling, however, was in the sacred realm of individual competition, and no such thing as co-operative sales effort was attempted.

The trade associations, however, could not have become, as they undoubtedly are, the finest expression of American commercial development, had they not recognized the value of co-operative sales promotion in binding their members more closely together and strengthening their organizations. During the past three years more new trade associations owe their existence to the desire for group advertising than to any other one cause.

One of the first industries to organize primarily for this purpose was the wholesale coffee trade. The most compelling need that caused a small group to meet at St. Louis twelve years ago and establish the National Coffee Roasters Association was recognition throughout the trade of the fact that the publicity campaigns designed to make people abandon coffee in favor of various substitutes as a health measure were

undermining public confidence in coffee. Although the advertising campaign now conducted jointly by the coffee growers, importers and distributors was postponed by the war and did not begin until 1919, the impulse furnished by the need of such a campaign gave the Roasters Association a start from which it has steadily grown to embrace the roasters of three-quarters of all the coffee used in the United States.

THE VITALITY OF THE ADVERTISING IDEA

More recent examples of trade organization due to the same original impetus are some of the associations representing flooring and building materials. There is a vitality, an inspiration about the advertising idea that seems to appeal to a larger number of men in a business group than any of the more time-honored association activities. Effective advertising by the co-operative method depends so intimately upon careful preparation that by the time the newly formed association is ready to purchase advertising space it has begun to function in other ways.

An industry that furnishes a splendid illustration of this association ranks among the first ten in the United States. Its various branches have their own trade associations, and there is a super-organization directed by joint representation from each branch. The machinery for effective co-operative work is set up and in good order, but for some time the leading spirits in this industry have recognized the need for an added objective, something that would give them the capacity benefit of their fine organization. This new objective has been found. Lately the industry has

Aug. 2, 1923

suffered increasingly from the use of shoddy substitutes for its basic product. Advertising to teach the consumer the economy of buying the genuine article seemed to be the natural remedy. A comprehensive co-operative advertising campaign has been organized. Although some time must elapse before actual advertising can begin, the campaign already is welding the different elements of this industry so closely that the effect is apparent in every branch of the association's work.

Research undertaken primarily as the basis of publicity often develops information of practical production value. The members of the Glass Container Association, which represents several distinct groups of manufacturers, began to plan for co-operative advertising almost from the day of their organization in 1919. For various reasons the first piece of advertising has yet to appear, but meanwhile the association has developed until it ranks now among the strongest of its kind in the United States. Organization and scientific research have advanced to a point that will make their advertising campaign, when it does begin, far more effective than anything that could have been done two or three years ago.

No association activity can be visualized more satisfactorily than advertising. This holds true from the very start of the campaign, before contracts have been made for a dollar's worth of space. In seeking financial support for a co-operative campaign the organizer who says to the members of his group, "Will you contribute your share toward a co-operative advertising fund of blank dollars a year?" is less likely to get results than the promoter who can show illustrations, layouts and copy or, better still, actual hand proofs of a few proposed advertisements. This assertion is open to contradiction. It is true that the display of completed advertisements before the funds are raised sometimes precipitates disputes over non-essentials.

The wise procedure depends up-

on the nature of the group solicited. If the majority of members are advertisers, and especially if they are already organized in an association that is working harmoniously along other lines, actual visualization of the proposed advertising may be unnecessary. But in cases where the industry as a whole is slow to grasp the advertising idea, the presentation cannot be made too graphic and concrete: "Gentlemen, this is what we can do for \$150,000 a year—half pages like this in the following magazines, pages like this in the following trade papers, space like this in newspapers, a co-operative dealer booklet along lines like this"—and so on through the budget depending upon the nature and extent of the campaign projected.

MAKING THE MEMBERS CONSCIOUS OF THE ASSOCIATION

More than one great corporation has found it worth while to devote a large part of its national advertising to the purpose of selling the business to its own employees. In the same way trade associations are discovering that co-operative advertising, especially when conducted along institutional lines, gives their members a new realization of the dignity and purpose of their occupations and strengthens the fibres of the whole industry. The reaction knits the organization closer and helps all the other association activities.

In the pursuit of profits more than one manufacturer has lost sight of the underlying purpose of the business in which he is engaged, its contribution to the general scheme of human progress. Some cloistered copy writer who may know little of the technical details of production and yet have the gift of vision may infuse new life and inspiration into an entire industry.

The co-operative coffee campaign, already referred to, owes its continuance largely to the success of the chairman of the publicity committee in making the trade see the value of the campaign from this angle. When the campaign

Fifty Years Ago and Today

THE NEWSPAPER
 —TO—
ADVERTISE IN
IS THAT WHICH
HAS THE LARGEST CIRCULATION.
 ——————
THE
EVENING NEWS
HAS AN AGGREGATE CIRCULATION
50 Per Ct.
LARGER
Than any other Detroit Paper,
AND CIRCULATES
Within the City of
Detroit
MORE THAN
THREE TIMES
THE NUMBER
of Papers that any other Journal
does.

OPPOSITE is a reproduction of an "office ad" published in October, 1873, three months after the founding of The Detroit News by James Edmund Scripps.

Almost from the start The News led all its competitors in circulation. Year in and year out over its fifty years of service it has continued to lead in circulation.

Today, as fifty years ago, The News is distinguished for its fresh, interesting and public spirited viewpoint, and for that reason is the Detroit public's favorite newspaper.

The Detroit News was founded August 23, 1873. It will celebrate its fifty years of continued public service this month.

The Detroit News

Greatest Circulation Daily and Sunday in Michigan

1873 — FIFTY YEARS OF PUBLIC SERVICE — 1923

was first organized subscriptions were solicited for four years. This period expired a few months ago. While the majority of the contributors acknowledged the value of the results obtained, there were some skeptics; and since the cooperation of all branches of the trade was highly desirable, if not necessary, the chairman asked permission to address a meeting of the branch containing the largest percentage of doubters.

In institutional advertising, and especially institutional group advertising, it is difficult to express results in sales and profit figures. Along these lines the speaker did his best, but his arguments did not begin to spark until he dropped figures and took up results of another kind.

"The full benefits of this campaign," he said, "cannot be expressed in dollars and cents. When we began to advertise, anti-coffee propaganda was so insistent that literally millions of people were beginning to wonder if the beverage which makes breakfast, for many of us, a pleasure instead of a duty, was not really undermining their health. I have known men in the coffee business who began to fear that they were really engaged in a disreputable trade. One of them said to me, 'Mr. _____, if I really thought I was selling a commodity which did all the harm charged against coffee, I'd quit tomorrow.' Now, thanks to the findings of our scientific research, such doubters can go about their business with a clear conscience. I, for one, believe that coffee is one of the blessings of life. It is the universal luxury, which rich and poor can both enjoy."

"You will not deny that this campaign, supported as it has been by producers, importers and distributors, has done more than any other influence to bring the various elements of the trade together. Since we began this advertising the trade has become better organized. We are in a better position than ever before to act jointly for the good of the entire coffee business. I know of no other co-operative effort in which importers

and distributors have united with growers in a foreign country so harmoniously and with such striking results. The campaign has given the entire coffee trade a better standing, not only with the consumer, but in general business circles and in the minds of the coffee merchants themselves."

When the chairman sat down the meeting unanimously adopted a resolution favoring continuance of the advertising campaign and appointed a strong-arm committee to canvass this particular branch of the trade for subscriptions.

Toledo Theatres Jointly Advertise "Coolness"

Seven of Toledo's largest moving-picture theatres have co-operated in running a unique newspaper advertisement: During a very hot spell, they advertised the temperature of the interior of the theatres.

"Ninety Degrees in the Shade" was the heading of the first line; "Seventy Degrees in the Theatres," the second. The advertisement informed the public of the achievement of the managers in keeping the theatres cool during the summer months and stressed the physical comfort of the patrons rather than the excellence of the programs. "You'll not 'roast' in a theatre," it promised, "but in addition to top-notch entertainment, will find relief from the heat and hours of restful relaxation."

The names of the theatres concluded the advertisement.

Gum Wood Manufacturers Plan Joint Advertising

A campaign to advertise the uses of gum wood is being considered by a group of gum wood manufacturers who recently met at Memphis, Tenn., for the purpose of forming a co-operative organization to be known as the Gum Wood Service Bureau. A committee was appointed to draft a constitution and by-laws. It is expected that within sixty days the association will have a membership representing manufacturers with an annual production of 280,000,000 feet of gum lumber.

Howell Organization Makes Two Changes

Harry Roelke, formerly with the Blakely Printing Company, Chicago, has joined Will H. Howell and Associates, Chicago advertising counsel, to carry on direct sales work.

William F. Farlow will be in charge of the plan and research department of the Howell organization. Mr. Farlow was formerly with Montgomery Ward & Company and The Chicago Trust Company in Chicago.



IT is no accident of chance that finds THE WORLD, at the end of the first six months of 1923, far in the lead of all New York newspapers in advertising gains, with a total increase of 986,829 lines, or 484,697 lines in excess of the gain of its nearest morning competitor.

Sales managers of many of the foremost advertisers of the country are rapidly coming to realize that the *service* back of the advertising pages of THE WORLD is more than a matter of printer's ink and paper.

There has yet to be an instance, regardless of the difficulty of the undertaking where a manufacturer has put his distribution problems up to THE WORLD without receiving intelligent, carefully considered and helpful assistance in marketing his product.

THE WORLD PLAN guards against wasteful experiment in merchandising America's greatest retail market.

The World

MALLERS BUILDING
CHICAGO

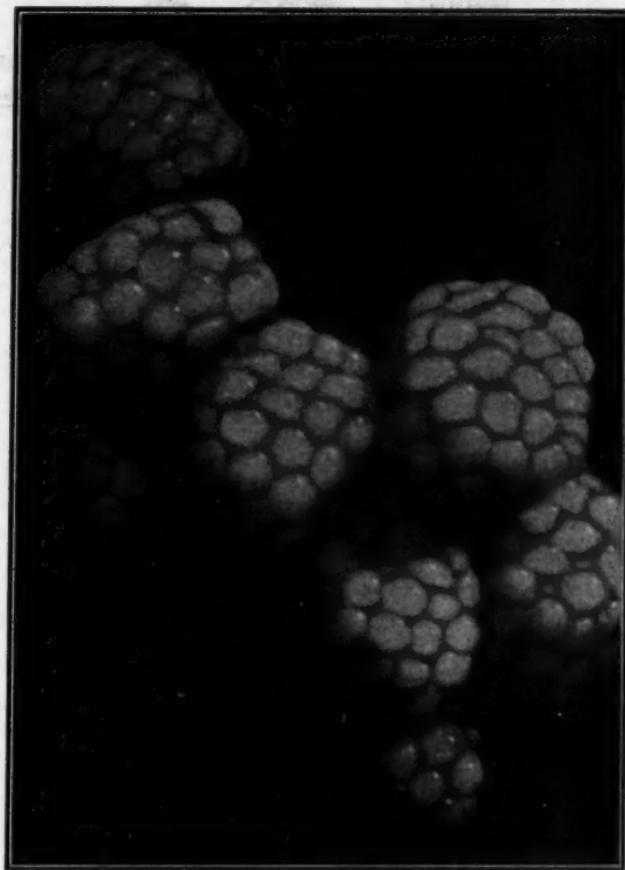
PULITZER BUILDING
NEW YORK

FORD BUILDING
DETROIT

MARKET AND THIRD STS. TITLE INSURANCE BLDG.
SAN FRANCISCO, CALIF. LOS ANGELES, CALIF.

SECURITIES BUILDING
SEATTLE, WASH.

Aug. 2, 1923



WHITE BLACKBERRIES

ONE of the achievements of Luther Burbank in fruit culture. This delicious product, "black" in variety, is pure white in color. The season of its ripening has also been controlled by its creator.

Luther Burbank tells the story of his life and work in *The Mentor* for August.





A Test of Man's Greatness

If you judge a man by his service to humanity, you will give Luther Burbank a high place in your list of "greatest Americans."

When people think of Burbank they are inclined sometimes to overlook the human significance of his work. His achievements in plant and vegetable development are far more than striking experiments.

In *The Mentor* for August Luther Burbank tells simply and sincerely the story of his life and work. From it you may glean a record of genuine human service.

It is a story typical of *The Mentor* and typical of the preferences of *The Mentor's* readers—cultivated men and women desirous of an expression of the finer, deeper and more permanent things of Life.

Every month *The Mentor* supplies the need for interesting, cultural information dealing with the human aspects of history, science, literature, travel, and art, in more than 100,000 good homes—the kind of homes which discriminating advertisers of quality merchandise seek to reach.

The **MENTOR**

THE CROWELL PUBLISHING COMPANY

381 FOURTH AVENUE
N. Y.



Henri, Hurst & McDonald

A D V E R T I S I N G

Chicago



THE manufacturers of RED STAR Oil Stoves increased their business seventy-nine per cent during the fiscal year ending June thirtieth.

It is truly an inspiration to deal with a concern of the importance and character of the Detroit Vapor Stove Company.

The Henri, Hurst & McDonald News Letter, an unusual sales bulletin, is sent each month to our customers' salesmen. Many sales managers, advertising managers, and other executives, also, are regular readers of the News Letter. A copy will be sent at your request.

How Salesmen Compile the Tide Water Oil Sales Manual

A Plan Whereby This Advertiser Encourages Initiative and Gets New Sales Ammunition

THE sales conference, that much praised and much abused institution, has as one of its primary objectives the interchange of selling experience between individual members of the sales force. Yet sales conferences have been known to turn into alibi meetings or occasions where fiction takes the place of fact.

There is often one man who wants to impress the boss and emphasizes the difficulties he overcame by his own sales ability. Then there is the man at the other extreme who keeps his information to himself and uses it only on his own prospects. The fact that there are other types who can sell but can't tell about it, and some who can tell all about it but can't sell, makes some sales conferences anything but real information meetings.

In order to get some real facts to supply the whole sales force with new sales ammunition, and to get down on paper some of the arguments actually used on the firing line, and at the same time encourage self-expression and initiative, the Tide Water Oil Company adopted a plan which has many advantages. It consists of allowing the company's sales force to compile its own sales manual by editing and assembling the best answers to common dealer objections.

Some time ago, the company, as part of its salesman's post-graduate course, described in *Printers' Ink Monthly* for June, 1922, started to urge salesmen to send to the home office the most usual objections met with in selling Veedol. Careful editing indicated that there were fourteen specific objections most commonly met with by the company's sales force. In March a cash prize was offered to the salesman in each of the nine sales divisions, who best answered any six of these fourteen stumbling blocks to greater sales. The salesman

was allowed to pick his own six objections, so that he could write from his own actual and recent experiences. The prize winner in the Eastern Department, for example, chose to answer the following objections: "customer satisfied, does not want to put in a new line," "no room to carry another oil," "business is rotten," "no calls for your goods," "why should I buy quality oil?", "why should I buy Veedol Fordol?" A dealer objection common to many lines of industry, "No room for your product," was answered by this particular salesman as follows:

"I notice that you are pretty well crowded and you don't seem to have much space to spare."

"How often do you take inventory? Every six months? If you check up carefully you will find that the stock of several lines you are now carrying has not made one turnover since your last inventory; and to this stock you are giving more space than to the stock that is moving rapidly and turning over every month."

TALKING TURNOVER ON AN INVESTMENT BASIS

"Have you figured out just what your profit is on nationally advertised stock that turns over monthly? You may not have realized it, but it is as much as 100 per cent a month or 1,200 per cent a year on your investment. Think of it! I would like to invest \$1,000 at 1,200 per cent a year. In about five years I would retire. Nevertheless, you are giving valuable space to a stock that is not turning over twice a year."

"If you figure out your overhead expense for the year and make the apportionment to each line according to the space you have allotted to it, you will find that you are actually losing money on your slow-moving stock in many instances. You are making every effort to increase your busi-

ness, and to show greater profits; still you permit these lines to take up space and eat into your profits. In other words, they are not paying their board.

"You no doubt do not care to discontinue these lines, as you have found it good business to carry a complete stock so as to be able to meet the demands of your trade. But if you will permit me to make a suggestion, why not give preferred space to the lines that are moving daily and to those for which there is a steady demand? Run specials on the stock you are anxious to move and for which there seems to be no demand. Then place the slow-moving lines in the basement, or in some out-of-the-way place. If you will do this, you will surely have ample room for a battery of three or four Veedol containers, and you will find at the end of the year you will have made more money from an investment of \$200 in Veedol than you have made from an investment of \$1,000 in the slow-moving stock to which I refer. Or on an equal investment, you will make five times greater profit on the quick-moving product.

"You can well afford to make room for Veedol. It is a well-known product that has met the lubricating requirements of the most exacting. There is an enormous demand for Veedol and a consequent quick turnover. The investment is small, and I'll wager the profit on Veedol at the end of the year will be as great as that on any other line you carry with an equal investment. Give Veedol a chance. It will pay its board, the board of your slow-moving lines, and give you a net profit, besides."

Another obstacle to more sales, "No calls for your goods," came in for the following ingenious treatment.

"I am not at all surprised at your remark. Do you ever have any calls for a hair-cut or shave? Of course not! But you would have if you displayed the red-and-white barber's pole. It is the same with Veedol. All you have

to do is to display the well-known orange-and-black Veedol sign in a conspicuous place on the outside of your building.

TELLING HOW THE MOTORIST BUYS

"The motorist is not in the habit of stopping his car, getting out and coming into your store to ask for a particular brand of motor oil or gasoline, unless he is reasonably sure he can get what he wants. He merely drives on, keeping a lookout for the product he seeks, and when he sees the sign he stops.

"I have in mind a dealer who displays a small flange sign and nothing else. You would be surprised at the number of motorists who stop and ask for Veedol.

"The fact of the matter is, you are losing trade every day. Hundreds of cars are passing your door. Their owners are prospective customers for you. Many of these cars are lubricated with Veedol. If you were a Veedol dealer and had the proper signs displayed on the front of your building, they would be your customers.

"I know you are endeavoring to build up a good business here and are anxious to get new trade. Veedol is the oil that will help you do this, and it is for that reason that I called on you today. There is a real demand for Veedol. Our enormous output last year alone proves this fact.

"Dealers handling Veedol are doing a bigger business by far than they were before they took it on. Our dealer south of H-town, who handles nothing but Veedol, is doing a larger business than any other dealer in town, and many of them are carrying five or six different oils. He not only enjoys a fine local business, but motorists from almost every State in the Union stop and ask for Veedol. Some of them purchase just a quart—some of them fill up—and others purchase a gallon or more to carry with them.

"These very same motorists—all strangers, not knowing where the next oil and gas station is located—pass ten or more dealers

The Crucial Month!

August is generally the crucial month in the yearly history of magazines. The public tendency to adopt a care-free, languid existence during the dog days is a condition that frequently makes August newsstand sales an unsatisfactory item in the year's circulation record.

But this acid test of reader interest does not affect all publications. The August Number of Hearst's International Magazine, for instance, was placed on sale July 20th and within five days the newsstand supply was exhausted in Washington, Philadelphia, Baltimore and other cities. And the number of re-orders received on the first day of sale established a high record for Summer business.

Seasonal fluctuations are a minor circulation problem with Hearst's International Magazine because its editorial contents are such that intense reader interest is constantly maintained despite the vagaries of the weather.

Hearst's International Magazine
A LIBERAL EDUCATION

selling various motor oils and stop when they reach this Veedol station displaying a neat three-by-six-foot sign.

"Would you say there are any calls for Veedol at this station? There certainly are! And you can enjoy a similar business with Veedol in stock and the proper sign displayed advising the public that you are a Veedol dealer, ready to serve them."

The company sees to it that each salesman receives the benefit of all ideas, by running prize-winning answers in succeeding issues of the salesmen's magazine and suggesting that new sales arguments will be found, in every answer. When all prize-winning answers have been gathered in one volume, the company will have a sales manual compiled by the salesmen themselves and therefore a manual that they will be more inclined to use than if it were handed down from above.

The Tide Water plan is another indication of the policy in sales management of letting the men unearth their own selling plans. One company has asked each salesman to write a certain part of the company's catalogues, another is giving prizes for the best container idea submitted by the sales force. Every good salesman sooner or later will unearth a new argument, find a new selling idea, discover a popular dealer-display stunt, or run across some helpful plan that should be passed on to the other men. A continual interchange of selling ideas among the men destroys jealousy and keeps sales practices out of the slough of standardized monotony.

Advertises Two-Dollar Bill as a Calling Card

To win a place on the counter tops of its dealers for Blue Boar cigarettes, the American Tobacco Company is advertising a two-dollar bill as the calling card of its division managers. In page space in business papers, the company is telling dealers of its plan to give Blue Boar cigarettes prominent display. Wherever a division manager finds a carton of these cigarettes on the counter top he will promptly give the dealer a two-dollar bill. The company proposes to give \$150,000 to tobacco retailers in this campaign, the advertising says,

Restricts Use of "Van-tampa" in Cigar Advertising

The King-Ferree Company, Inc., a cigar manufacturer of Greensboro, N. C., has been ordered by the Federal Trade Commission to discontinue the use of misleading legends in connection with the advertising and sale of cigars manufactured by the concern in Greensboro.

The Commission's order specifies that the King-Ferree company must cease and desist from using the word "Van-tampa" alone, or in combination with other words, in brands, labels or legends on cigars, and the containers thereof, manufactured by it in Greensboro, N. C., or any other place than the city of Tampa, Florida, or the Tampa district, so-called, unless if the cigars in fact are not made in Tampa, Florida, or the Tampa district, such word or words are followed by words in type or lettering equally conspicuous with the word "Van-tampa" which state the true place of manufacture.

Two New Accounts for Los Angeles Agency

The Alaco Pacific Company, Los Angeles, manufacturer of "Izen," a finish-preserving lacquer for metal surfaces, has placed its advertising account with the Hammel-Sutphen Agency, also of that city. A fall campaign in Pacific Coast newspapers is being prepared.

The account of the Southwest Bond Company, Los Angeles, has also been placed with this agency. Newspapers of Southern California will be used.

H. C. Jones Heads Mid-West Forgings Company

Harold C. Jones, vice-president and advertising manager of the Inland Steel Company of Chicago, has resigned to become president of the Mid-West Forgings Company, Chicago Heights, Ill.

W. C. Carroll, of the Inland Steel Company, succeeds Mr. Jones in charge of the advertising department.

John W. Judson Joins "The Woman Citizen"

John W. Judson has been appointed advertising manager of *The Woman Citizen*, New York, succeeding Adeline Snapp. Mr. Jordan was recently with the production department of Redfield, Fisher & Wallace, Inc., and formerly office manager of Larson & Couch, New York advertising agencies.

Golden State Butter for H. K. McCann Company

The California Central Creameries, San Francisco, makers of Golden State butter, have placed their advertising account with the San Francisco office of The H. K. McCann Company. Southern California newspapers will be used.

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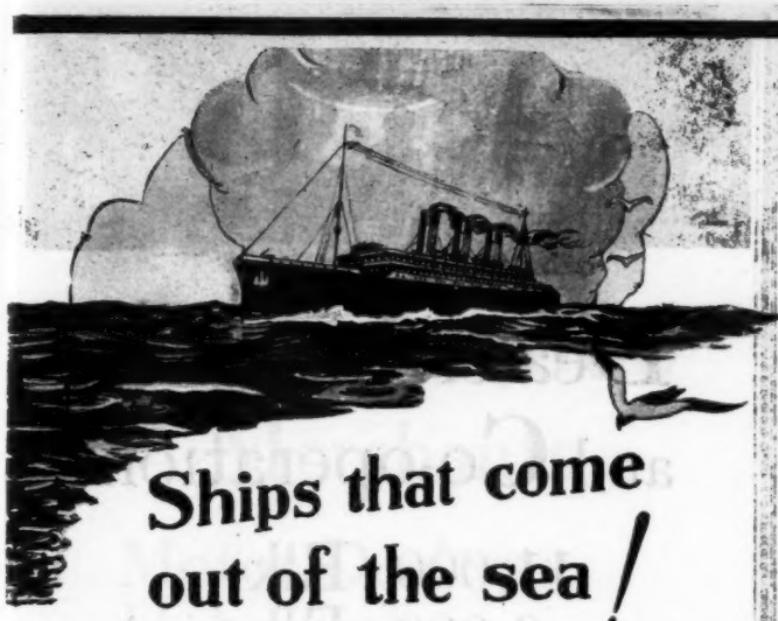
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Ships that come out of the sea!

NEW ORLEANS decided to become Second Port, U. S. A., and did.

More than \$42,000,000 of publicly owned port facilities tell part of the story. They include a Navigation Canal and Inner Harbor, a huge cotton warehouse, a big grain elevator, a large coal tipple, miles of wharves and steel-shed docks, and a city-encircling belt railroad.

The South's first city's rank as second port of America is firmly established. For five years the port's business has averaged close to two-thirds of a billion dollars yearly in value of imports and exports.

A fraction of every dollar is left in New Orleans.

If your product is suited to local consumption you will find the great New Orleans market notably worthwhile.

Sell New Orleans through

The Times-Picayune.

FIRST FOR THE SOUTH

ADVERTISING REPRESENTATIVES:

CONE, HUNTON & WOODMAN, Inc., 225 Fifth Ave., New York City; 130 N. Wells St., Chicago; Victoria Bidg., St. Louis; 516 Lightner Bidg., Detroit; Victor Bidg., Kansas City; Constitution Bidg., Atlanta.

R. J. BIDWELL CO., Times Bidg., Los Angeles; 742 Market St., San Francisco.



Dealer Influence and Co-operation

11,000	Elk
6,000	Elk
6,000	Elk
5,000	Elk
30,000	Elk

We have their names and ratings.
They are part owners of, and interested in the advertising pages of
The Elks Magazine.



From 58,000 Merchants

Motor Dealers
Haberdashers
Druggists
Hardware Dealers
General Merchants

Let us submit our co-operative merchandising plans. They have proved successful for several great national advertisers.

The Elks *Magazine*

"The largest proved male circulation in America"
50 East 42nd Street, New York, N. Y.

The St. Joseph Gazette St. Joseph, Missouri

G. A. McCLELLAN, *Publisher*

Announces the appointment of

E. Katz Special Advertising Agency

National Representatives

Effective August 1, 1923



Offices

New York

Chicago

Atlanta

Kansas City

San Francisco

Partnership Letters That Bring Dealer Response

The Retailer Reacts Favorably to Correspondence That Takes Him into Full Confidence and Makes Him Feel He Is an Important Factor in Modern Business

By William B. Leach

IN earlier days, as general sales manager of a wholesale grocery house, I believed that the only language the retail merchant understood, when you addressed him from a distance, was the dollar sign and the profit promise. I had been brought up on this sort of stuff in the grocery trade. I am not so sure now, however, that it is the only approach, the wisest one.

Our letters of those days invariably told how much the dealer would make if he saw things our way. The opening sentence was a promise of increased profits, and the concluding one was an artistic study in high finance. Unquestionably it is a successful method, but it does not follow that there are no other equally virile ideas.

For the last two years we have been experimenting with another form of letter, spliced onto some of the principles of the former policy, and it makes a highly successful combination; even more successful than the old system of promising everything and then being found out, with attendant disillusionment on the merchant's part and disappointment which takes the form of some type of retaliation.

We are now featuring what we are pleased to call a "Partnership Letter." We climb down from the high-and-mighty and do our level best to make the dealer see the human side of us. We are no mysterious "corporation," no gigantic institution intent on forever furthering our own interests. In fact, we abstain from any hint of our size, of our ability to force issues, if things ever come to a fight.

A most successful letter of ours was really patterned after a form letter sent out by a rather small

manufacturer in a Georgia town. We happened to run across it and gained permission to use it as a model. I have a copy of this original letter. It was addressed to 300 grocery stores in the State of Georgia. It read:

In introducing our new product, we are not blind to the fact that much depends upon *you*, the individual grocer. If you believe in it, find that it is a worthy article, you will not only be glad to stock it up, but you will also recommend it to your customers.

This recommendation, of course, is one of the most valuable assets any producer can claim. It means success. To begin with, therefore, we are expressing a half-case lot to your address and want you to use it for your own home.

We have a large and a fully-equipped plant, of which we are extraordinarily proud. But it is worth next to nothing, if you do not have faith in this product of ours, and if you are not wholeheartedly inclined to boost it to your customers. We are just old-fashioned enough to believe that fancy talk, rebates, unusual offers, etc., will not get us very far if we fail to supply you with an article which will bring you unusual profits because of its inherent quality.

Therefore will you, in a sense, go into partnership? Criticize us as we go along, if you think we are making mistakes. Feel at liberty to write such letters, not to some department manager, but to the heads of the house. You are, in your field of usefulness, just as important, just as big as we are, and we are not attempting to deceive ourselves to the contrary. Work with us, please! Help us achieve the success to which we think we are entitled!

This letter was not used by us in its entirety, but many of the paragraphs and all of the common sense, modesty and lack of bombast, were freely copied. It won immediate recognition, where other letters had failed, and established a business friendship which has steadily grown, from day to day.

Several of our officers were opposed to the letter, as first suggested. It was their belief that we were belittling our own insti-

tution. The small dealer really needed, according to their ideas, to look away *up* to a house.

Objections were overruled and the letter went out. I think it was successful because it did exactly what it promised to do. It took the small merchant into partnership.

"When I read that letter," a dealer remarked to me, "I had the thought that you folks were likable and human and meant every word. You flattered me, but there was truth back of the flattery. And I resolved to help you get your new product across."

Very often a man will do more for you, for the pride and pleasure of it, than he will for promises of money return. I have found many merchants are both intensely proud and strangely independent. They want profit, naturally, but they will not roll up their sleeves and work for you merely on that account.

Some of the same precepts and rules which regulate human lives, are operative in business. A man will "work his head off" for you, if you go to him, in all frankness, and ask him to help you achieve a certain worthy objective. He will be flattered by your approach. It pleases him to think that you think enough of him to *want* his advice and help. And in our relations with dealers, both when salesmen are on the road and when letters are sent out, we take this same stand.

We virtually say to the merchant, just as in that first form letter: "This firm does not know it all. We are a bit timid to start out with. You retail merchants, if you find our product deserves your support, can make or break us. You are a power unto yourselves, many times stronger than the biggest manufacturing plant, because, taken as one, you are a great distributing system. We realize that what you say about us and our goods will help in molding public opinion. We want to grow, but we know it can't be accomplished if you do not grow with us at the same time. If anything in our method of conducting

business is at fault, through your eyes as a retail merchant, let us have it."

I have examined and studied hundreds of letters sent to retail merchants to further one idea or purpose or another, and, to me, at least, a large majority of them are hackneyed, lacking in the essential human qualities, and far, far too arbitrary of spirit. Their very marked tendency is to say, either by actual word or via suggestion: "A world-famous and important industry addresses you—you the small merchant. It is our disposition to be nice to you, but if you get cantankerous, we will ignore you, humble you to the dust. We will not stand any 'funny business.' We make a fine product, we spend millions advertising it, and the demand is national. See things our way or not at all."

THE CASH REGISTER LETTER DOESN'T RING THE BELL

The direct opposite is the far too generous letter in the matter of extravagant profit claims—the letter that makes it appear that the merchant will amass a fortune if he simply follows instructions. These "cash register" letters are common, and have tremendous vogue. There was a time, I imagine, when their blatant promises fooled a certain number of gullible dealers who keep a close watch on the dollar. But as they are commonly written, I am inclined to believe they have greatly decreased in pulling power. Fewer believe them, for one thing. They have cried "Wolf" too often.

It is pretty difficult to pull much wool over the eyes of the average merchant today. His contacts with customers and merchandise make him familiar with about what can be expected. Telling him what he may expect in his own business is a hazardous undertaking.

On the other hand, there are certain acknowledged human elements which time cannot dim and which the years will not tarnish. Men will never cease to be interested in *ambition* in others when

Custom-Made Printing

DID IT ever strike you that a lot of printing is like ready-made clothing—all right in its way but lacking in distinction?

If you have been putting out this kind of printing, do you not think it would be an interesting experience to go to an eminent printer and get, for once, at least, a made-to-order job? The paper, the type, the typographical arrangement, the illustrations and decorations will all be made to your measure. The book will reflect you. Custom-made printing has this quality—it expresses individuality.

Perhaps we can help you

Charles Francis Press

Printing Crafts Building · Telephone Longacre 2320
461 Eighth Avenue, New York City

such ambition furthers progress and civilization.

Composers of letters to dealers are not inclined to analyze their products and their audience. For some amazing reason, while the average business letter may be thought out with intensive care, dealer correspondence is seldom taken seriously. Anything approximating the human, the psychological, is laughed aside as unnecessary, irrelevant, in so far as a retail merchant is concerned.

We recently opened with a new product in Massachusetts, and it was necessary to curry favor with retailers, large and small. The little fellows were the more important, I think, because there were so many of them, and because they had been hounded by just such propositions, week in and week out, until their nerves were on edge. It was a terribly old story with them.

We issued a series of six form letters, so skilfully reproduced in facsimile that it was difficult to tell them from personal communications. Incidentally, we took the trouble to sign them with real signatures at the office—and this unquestionably helped.

The response was hearty; indeed, it was far more than that. It was overwhelmingly successful, genial, productive of results. A very large proportion of the dealers wrote personal letters in reply.

Yet there was no subtle, undercover strata of cleverness in these letters. They were not flowery, and they were not scientifically keyed to the popular idea that the only subject a merchant will ever read is money, money, money! What they did set out to do was to establish a live-and-let-live spirit of co-partnership. The most suspicious man was certain to look upon this correspondence as honest, straight from the heart, very much in earnest. There was no bombast and there were no high-sounding profit promises.

Several extracts will be helpful to others, and I give them with permission to profit by little thoughts which have proved successful in our own case. Does it

strike you as significant that this idea of good-fellowship and hearty collaboration is to be found in every instance? We simply managed to make these men feel that they amounted to something; they were important; they occupied a dignified place in the broad scheme of things:

All business is a partnership. The big concern must recognize it as well as the little fellow, and both are inseparably interlocked. We require far more than an exchange of money for so much of merchandise, as far as you are concerned. We need your friendship . . . and this is something we can't buy with mere money.

We have just completed a factory which cost something over one hundred thousand dollars. We give employment to nearly a thousand men and women. We produce a product in which we firmly believe and which is of true benefit to mankind in general. But the plant can't continue at a profit and we can't give steady employment to these men and women, if you are not taken into real partnership. Because we must sell our product in large volume and these sales must be made through you. Considered in the aggregate, you are larger than any one manufacturing enterprise.

What can we do to impress upon you the importance in which we hold you and your business? Our product is right and our terms satisfactory. But there must be something more. You must grow to think of us, not as a great, big, unapproachable institution, but as something human, likable, helpful to you and to all retailers who deal with us. Help us in solving this problem. Write to us and give us ideas . . . we want them, need them . . . and we prize very highly the type of suggestion which comes from a man who is in the retail business and who comes, therefore, in daily contact with people . . . the folks who will eventually buy our line.

I do not maintain that in all lines of business this type of collaborative letter will work. And yet, why not? Men are men, and the basic idea is no more than a sympathetic understanding of human nature. One thing is certain—the cash register letter must find a new pattern. It has been sadly overdone.

Packaging Tennis Balls to Sell Three at a Time

Sales stimulation and the making of three tennis balls the logical purchase—two to play, one for a spare—is the aim of the Pennsylvania Rubber Company of America, Inc., Jeanette, Pa., in a new counter display carton containing four boxes of three balls each. This new sales-help is being advertised to sporting goods dealers in business papers.

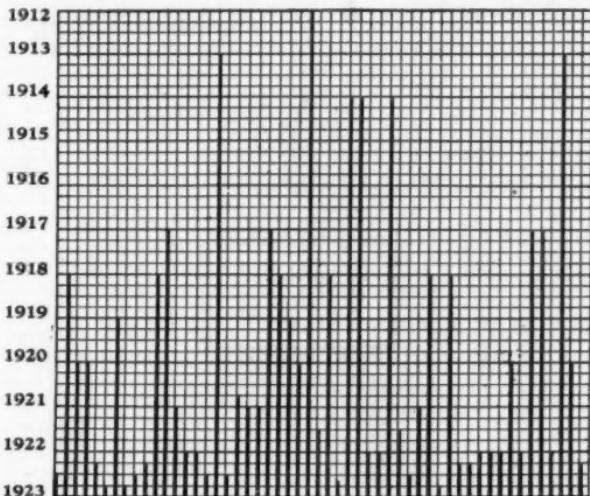
THE OFFICE WILL BE
CLOSED DURING OUR
ANNUAL VACATION
PERIOD FROM AUG
6TH TO AUG 20TH

WE all take our vacation at the same time because we have found that such a plan discommodes our clients least. A skeleton force handles emergencies during this period while the rest of us join the great consuming public.

Calkins & Holden, Inc.
250 Fifth Avenue
New York



"Advertising Well Directed"



This chart represents the active accounts of the Campbell-Ewald Company, arranged alphabetically from left to right. It indicates the year of starting and the length of service rendered to each account, up to January 1, 1923.

CAMPBELL~EWALD

NEW YORK

DETROIT

CHICAGO

*Continued Service
Is the Best Evidence of
"Advertising Well Directed"*

There is no better indication of an advertising agency's ability to render satisfactory service than the permanency of its clientele and the steady growth of its accounts.

The accompanying chart tells a significant story of the Campbell-Ewald Company's service record with individual clients and the constant progress this company has enjoyed year by year.

This record, we believe, merits the earnest consideration of every advertiser contemplating the selection of an advertising agency.

COMPANY Advertising

DAYTON

TORONTO

Aug. 2, 1923

The number and class of car owners

Motor Life

B.C.
figures

For 12 months ending
December 31, 1922, average
net paid circulation, per
month - **14,132**

For 6 months ending June 30,
1923, average net paid circulation,
per month - **26,837**

who read **MOTOR LIFE** constitute,
dollar for dollar, the most responsive
and waste-free market for any adver-
tiser of quality automotive product

Motor Life

1056 W. Van Buren Street, Chicago

*25 West 45th St.
NEW YORK*

*3050 East Grand Blvd.
DETROIT*

A Real Estate Operator with a Changed Viewpoint Finds New Selling Angles

Knowledge of What Women, Depending upon Their Financial Resources, Want to Know about a New House Makes Effective Newspaper Copy

A COMBINATION of copy angles ordinarily kept entirely distinct and separate—if used at all—has been tried out in the advertising of a Philadelphia builder of homes with such marked success that its use has been decided on as permanent policy.

One angle is of a technical or semi-technical nature, which might be considered as of interest only to men; the other emphasizes details such as kitchen equipment, closet space, etc., of primary importance to women.

A dozen or more operative builders of dwellings use large display space in the newspapers of Philadelphia, but until the last few years all of their advertising followed a rather well defined and traditional course. It was customary to advertise certain familiar details in a rather incidental way, location, size, price and financing being the chief features. Hardly any of the builders took advantage of such obvious helps as the national advertising of various material and equipment houses.

John H. McClatchy, one of the largest of the operative builders, began his experiment in advertising with references to details of construction previously overlooked. He announced that only all-copper gutters and spouting were used in his dwellings, expecting to get a response from men with some knowledge of the life of materials. Instead, he found that the largest number of inquiries came from women. Most of them were not acquainted with material values, but they were eager to learn.

Accordingly every display advertisement of a McClatchy house appearing this year contains de-

tailed information about the character of materials, and where there is a brand or firm name of known standing it is used in the advertising. This policy applies to the copy designed to sell small "row houses" as well as to the high-priced single or semi-detached suburban residences.

KITCHEN APPEAL USED FOR HIGHER-PRICED HOUSES

In that connection the "kitchen appeal" to women is used most extensively in higher-priced houses, beginning at about \$15,000. The experience of this builder, gleaned from the talks between salesmen and buyers, would seem to indicate that women presumably able to hire servants are more interested in the kitchen and other housekeeping details when buying a home than the average wife of a workman or small-salaried man. The latter takes it more or less for granted that the kitchen will be small, shipshape and modern, and directs most of her attention to such features as living-room, enclosed porch, built-in fireplace and similar items that are taken for granted in the higher-priced home.

This builder has found by actual test that women—who decide where the family shall live, within the limits of the income, in the majority of purchases of homes—are really interested in such items as the formula for cement and will ask questions about its durability and its differences. They are willing to pay for such details as metal weather stripping and similar items heretofore considered as "extras," and they are deeply concerned in the number and position of electric power and light outlets for use with various labor-saving devices. All of these are

Aug. 2, 1923

featured at different times in the McClatchy advertising.

In most of the copy there has been no sacrifice of the points of emphasis heretofore considered essential to the advertising of homes, location, price and financing. But much less emphasis is placed on these salient features, the theory being that mere men-

sociation he may have to pay a commission to a real estate broker for getting such a loan, and similar commissions are often obtained for placing first mortgages. This service is given by many builders, but some of them make charges for it over and above the price quoted for the house. It has been found that this

practice occasionally embarrasses buyers. The prices advertised for McClatchy houses are therefore to cover all charges, and the statement of carrying charges which is an essential feature gives separately the monthly sum needed to pay off the second mortgage.



THE TYPE OF NEWSPAPER COPY THAT GIVES THE READER INFORMATION THAT HE WANTS

tion is sufficient. Commuting time to the centre of the city is always given, together with other details of transportation advantages. Here again the mention is often incidental when space is desired for a description of such details as the number and size of closets and storage rooms in a given dwelling, since it is assumed that the average buyer becomes familiar with various points of general advantage before getting actively into the market for a home.

A point of interest in the advertising of price is that it has been found advantageous to state the outside cost in the advertising. Very few dwellings are sold outright for cash. Most of them under the system in use in Philadelphia carry two mortgages, the second of which is obtained through a building and loan association and is paid off in monthly instalments. If the buyer is not a stockholder in such an as-

permission at that time was given for its manufacture and sale on account of the shortage of food supplies during the war. Agitation directed against the product claims it has been harmful to the Canadian butter industry.

Ford Timer Account for Franklin P. Shumway Company

The Bell Manufacturing Company, a division of the American Industrial Chemical Company, South Boston, Mass., and manufacturer of Ford timers, has placed its account with the Franklin P. Shumway Company, Boston advertising agency. Business papers and New England newspapers will be used.

A Slogan "For Baby's Sake"

**BENJAMIN LANDSMAN,
NEW YORK.**

Editor of PRINTERS' INK:

May we courteously enlist your good offices in finding out for us if the words "For Baby's Sake" have been used as a slogan?

BENJAMIN LANDSMAN.

**Leaves Hannahsons Shoe
Company**

Alfred New has resigned as advertising manager of the Hannahsons Shoe Company, Haverhill, Mass.

Dominates Real Estate Advertising in Detroit

Men especially qualified to judge the standing and the possibilities of Detroit newspapers in the world of real estate, have elected The Detroit Free Press by overwhelming preference. These men are the realtors of Detroit. It is their business to know conditions—to know their market, and it is a tribute to the selling-ability—the impression-creating power of The Detroit Free Press to have these men give it such a decided preference.

For the first six months of 1923 The Detroit Free Press carried 148,433 lines of real-estate advertising—

41,863 lines or 39.2% more than that carried by The Detroit News—

55,207 lines or 59.2% more than that carried by The Detroit Times.

There is no other reason for such a marked preference for The Detroit Free Press, except its clearly demonstrated superiority to reach and influence Detroit's actual buying power.

The Detroit Free Press

"Advertised by its Achievements"

VERREE & CONKLIN, INC.

Foreign Representatives

New York

Chicago

Detroit

San Francisco

Aug. 2, 1923

Glidden — Jap-a-lac



"We the Glidden Painters,
1880-1923, in Paint."

The year was 1880. The housewife of that day had to paint her home with oil paint. It was a slow, laborious process. She had to mix the paint by hand, and then apply it with a brush. It took several days to finish the job.

Today, however, there are many more efficient methods of painting. The Glidden Company has developed a new type of paint which makes painting easier and faster. It can be applied with a roller, and dries quickly. It is also more durable than ever before.

RIPOLIN

Why So Many Dealers are
RIPOLIN
THE ORIGINAL ILLINOIS PAINT.

Quality

The name of Glidden is synonymous with quality. All over the world Glidden products are known for their superior quality. They are made from the finest materials available, and are produced under the most exacting conditions. The Glidden Company is a leader in the field of paint and varnish production.

Demand

Glidden products are demanded by millions of people all over the world. Whether you are a housewife, a painter, or a manufacturer, you will find Glidden products to be the best.

GLIDDEN

For 6 Cents

Send the coupon at the bottom of
this page, your dealer will give you a
**50¢ Can of
Genuine
JAP-A-LAC**

Two
Soli
Year

The other clientsaller &
The Allyne-Zerk Company,
Direct contact lubrication for auto-
motive vehicles.

The American Multigraph Sales
Company,
The Multigraph.

Atlantic Stamping Company,
Household utensils.

The Cleveland Company,
Publishers of the *Cleveland News*
and the *Sunday News-Leader*.

The Cleveland and Buffalo Transit
Company,
Great Lakes steamship lines.

The Cleveland Provision Company,
"Willsire" meat products.

Detroit Steel Products Company,
"Fenestra" windows and Detroit
Springs.

The Fox Furnace Company,
"Sunbeam" Warm-Air Heating.

Gannaday Electric
Electrician.

The Gyspolid
"Gyspolid".

The Hanna Company,
Owners of
The Hanna.

Ivanhoe-Rep
of General Company,
"Ivanhoe" cars and
illumination.

The Jeffrey Company
Coal miners, electric
locomotives, conveying and
crushing.

National Lamp
of General Company,
National.

The Outlook
Automobile cleaners and
rear view mirrors.

H. H. Roberts,
Roberts Motors: Protective
Metal.

APALAC WITH GENUINE
JAP-A-LAC
FINISHES

Magnapapers,
trade Glidden
products to the
public. Glidden
are kept in
the trade.

Fuller Sr.
150 Euclid

Member A
Member Nati

Aug. 2, 1923

Boncilla Makes Premium Tie Up with Product

Merchandising plans often make use of premiums that possess little or no relation to the product they accompany. The ingenious plan, on the other hand, if it employs premiums in sales promotion, can as easily as not offer an article or a service of more than mere intrinsic worth.

The Boncilla Laboratories, Inc., of Indianapolis, in recent Chicago newspaper advertising offer with their No. 37 Boncilla Set a certificate that entitles the purchaser to a photograph at the studio of a Chicago photographer. Over a hundred stores are listed where this set of facial clay, cold cream, vanishing cream, face powder and beauty soap may be bought.

Besides making the simple offer, the advertising points out that a treatment with the Boncilla products contained in the set will "put your skin in a perfect condition for a photograph, imparting a delicate, natural glow which gives a picture of youthful, effective charm." "Having your picture taken," the copy goes on to say, "is a pleasure you unconsciously put off, either from a sense of its being a luxury or because you want to look just right for it. Here is an opportunity that overcomes both arguments."

Eastern Campaign Is Started on S. O. S. Soap

A sales campaign to widen the distribution of S. O. S., a soap for cleaning aluminum and other kitchenware, has been started in the East by the S. O. S. Manufacturing Company, Chicago. This product has been on sale in a number of Western States for a year or more, and this campaign aims to introduce the product to Eastern consumers.

Under the company's marketing plan, newspaper space is used in each sales centre opened, together with advertising in national magazines. The advertising of S. O. S. soap is being directed by Lord & Thomas.

Number of Publications Printed in Mexico

The Secretary of Foreign Relations of the Republic of Mexico in a recent report on the number of publications originating in that country, states that the total number of newspapers and other periodicals published was 720 as of May 15, 1923. The Federal District leads the list with 218, Vera Cruz comes second with fifty-one and Jalisco is third with forty-eight.

Timken Net Earnings Exceed Four Millions

The Timken Roller Bearing Company, Canton, O., reports net earnings of \$4,554,301, after all taxes and depreciation, for the six months ended June 30, 1923.

Would Permit Alabama Counties to Advertise

A bill to permit county governing bodies in Alabama to appropriate funds for the purpose of advertising and promoting county resources has been introduced in the Alabama legislature at the request of Greater Alabama, Inc., an association which recently has been formed to advertise the State. According to O. L. Bunn, secretary of the Birmingham Chamber of Commerce and chairman of the executive council of Greater Alabama, Inc., it is planned to spend at least \$300,000 in advertising Alabama and its resources. Most of the money will be raised by counties, provided the bill passes.

A Canadian Appreciation of "Printers' Ink" Service

A. J. MASSIE, LIMITED
WINNIPEG, JULY 26TH, 1923.

Editor of PRINTERS' INK:
The requested bibliography arrived this morning. Many thanks.

We have seen many quoted letters commending your promptitude and comprehensiveness in responding to requests, nevertheless, we were delightfully surprised in both respects.

PRINTERS' INK is not content with talking service—it acts up to its professions.

A. J. MASSIE, LIMITED
F. ENGLAND.

Will Advertise Hair Cutter in National Campaign

Newspapers, magazines and direct-mail advertising will be used in a national campaign planned by the Ucan Safety Hair Cutter Corporation, New York. This advertising will be directed by Jenkins-Martin, Philadelphia advertising agency.

Thomas F. Clark Co. Adds Four Newspapers

The Drumright, Okla., *Derrick*; Redding, Cal., *Searchlight*; Jonesboro, Ark., *Tribune*, and the Ottumwa, Iowa, *News*, have appointed the Thomas F. Clark Company, publishers' representatives, New York, as their national advertising representatives.

Leslie S. Pearl with Barton, Durstine & Osborn

Leslie S. Pearl, formerly with W. S. Crawford, Ltd., London, advertising agency, has joined the Buffalo office of Barton, Durstine & Osborn, Inc.

A. O. Goodwin with Gill Engraving Co.

Adolph O. Goodwin, recently with Judge, has been appointed advertising and promotion manager of The Gill Engraving Company, New York.

The Government's Plans for the Mobilization of Industry

Considerable Headway Being Made on Plans for Industrial Mobilization Which Are of Vital Interest to General Business

By James True

THE war demonstrated to every nation involved the necessity of working out in time of peace a plan, complete to the last detail, of quickly and effectually mobilizing every industrial power of the country. If the United States had worked out such a plan, prior to our entry into the last war, our armies would have reached France six months earlier, thousands of lives would have been saved, industry would have been less strained, with a much easier return to a peace basis, there would have been considerably less profiteering and wastefulness, taxes and living costs would have been lower, our housing problem would have been comparatively negligible, and both ourselves and the Allies would have benefited in many other ways.

The General Staff of the United States Army and the War Department are convinced of this, and they assume that there may be another war. The assumption is entirely precautionary; there are no present indications that the country ever will be drawn into another conflict; but there is nothing in the facts of history and international conditions to assure the world of continuous peace. So the General Staff and the War Department are determined to be on the safe side.

Undoubtedly Congress was of the same mind when, in 1920, it passed the National Defense Act, which imposes on the Assistant Secretary of War the duty of preparing plans in time of peace for industrial mobilization in time of war. Since that time, the office of the Assistant Secretary, in co-operation with the General Staff, has made considerable headway in evolving plans that are not only of vital interest to general business, but that doubtless will have

a definite influence on the peace-time activities of numerous industries.

The spirit of the movement was recently expressed by the Assistant Secretary of War, Dwight F. Davis, when he said that, contrary to the opinions of the pacifists, the plans for industrial mobilization were probably the most effective means possible to devise for the discouragement of war.

INDUSTRY COULD CAUSE THE LOSS OF A WAR

"Wars are no longer fought by armed forces alone," he declared. "Every man, woman and child, every resource and every dollar in the entire nation must throw its weight toward victory at the time of war. Industry alone cannot win a war, but it can lose a war by failing to supply promptly the armies with munitions and the supplies necessary to their fighting power.

"The business men of the country must realize that if we were again faced with a national crisis such as that of 1917, it would take a year and a half to manufacture the cannon required by a million fighting men. That is, if our reserve stocks were at the level of 1917.

"If war were forced upon us, it would be at least a year before we could fairly well supply the armies with all of the munitions and equipment and supplies necessary for effective field activity. There would be not only the problem of furnishing vast supplies generally known to our commerce, but also the much greater problem of manufacturing innumerable non-commercial equipment.

"The attitude of the War Department and the Army toward war is like that of policemen and

firemen toward riots and fires. We look upon war as a thing to be prevented and avoided by every available means; but if war comes we must be prepared to get it over quickly at the least cost of lives; we must determine in advance everything that will be required down to the most insignificant item, and we must know how and where every item can be obtained in the shortest possible time. We must be prepared to strike swiftly with all of the combined might of the nation. For that reason the closest co-operation between industry and the army must be arranged for.

"Since the Assistant Secretary of War was made the business head of the army in time of war, the office has created various organizations to determine the needs of the army increased to the war strength considered adequate by the General Staff. More important still is the solution of the intricate problem as to where and how the great volume of materials is to be produced. Other considerations, only slightly less important, are plans to produce the army supplies with the slightest disturbance to industry and with the least possible inconvenience to the people of the nation."

Mr. Davis then explained at some length the magnitude of the demand of the army on industry in the event of another war. Both the quantities and the number of items required are almost incomprehensible. The initial order for ordnance alone would total billions of dollars. A million soldiers require enough blankets every year to supply 25,000,000 civilians two and a quarter years, and everything a soldier wears must be supplied in the same or greater proportion. And another war might necessitate placing five million men in the field.

Last year, fifty regular army officers were detailed to estimate the army needs. Their inventory is now complete, for the time being, and it represents nine months of work. It is all arranged and classified; it fills many large looseleaf binders, and it details the

physical requirements of every branch of the army from the lubricating oil for airplanes down to the last necessary shoe lace.

"This inventory," Mr. Davis said, "gives us a basis for the survey of industries we are now making. Practically the same organization of officers is investigating and determining the available facilities for manufacturing everything listed. With the estimated requirements and manufacturing facilities known, we will be enabled, in event of war, to supply the army promptly and completely, and, simultaneously, equalize the strain on industry.

PLAN TO EQUALIZE THE STRAIN ON INDUSTRY

"During our last experience, a large group of factories devoted their entire capacities to army materials, while others produced little or nothing. If another war comes we shall be prepared to take a proportionate part of the production of all available factories, and with the strain equalized they will be able to take care of at least a fair portion of their regular demands and preserve their peace-time connections.

"Because of the plan, profiteering and the activities of the temporary middleman and broker will be eliminated. Wasteful buying will be reduced to an insignificant minimum, and there will be little or no confusion in getting our industries into production for war requirements.

"The War Department is giving special attention to the elimination of profiteering. The principle that one group of men shall not profit from war, while our soldiers are giving their lives and their health for the country, is fundamental as a proposition of common justice. This may now be regarded as a fixed national policy for the future. Another war, if it is ever fought by our armies, will not be a source of profits for any group or industry.

"There are seven supply branches of the army, and the plans to secure the vast quantities

(Continued on page 93)

Get-Acquainted Sets for National Advertisers

*Check the Subjects
Desired.*

2. Advertising Coordination
3. The Foundation Comes First.
4. Copy Education
5. Back to "Old Stuff"
7. Spasmodic Advertising
8. Keeping One Jump Ahead
11. It All Takes Time
12. Are You Ready to Advertise?
13. Why Blame Advertising?
14. Is Your Copy Lazy?
15. Professional Ethics
16. Old Salesmen Under New Conditions
17. Ability to Succeed Without Advertising
18. Willingness to Start Slowly
19. What an Advertising Agency Should Know
20. Parting of the Ways
22. Analysis of Sales Territory
23. The Traditions of Your Firm
25. Sound Agency Tactics
26. Working With—
27. Dealer Attitude Toward You
28. "Canned Advertising" Soliciting
29. Reducing Accounts Receivable
30. Change Brings New Thrills
31. Friendly Advertising
33. Why Change Your Advertising Agency?

We have been running a series of E. O. W. educational advertisements in PRINTERS' INK. There have been so many interesting comments regarding these advertisements that we have had extra copies printed of the subjects at the left.

Any manufacturer or national advertiser who would like to read these advertising "sermonettes," as one advertiser called them, can get them by checking the ones in this list which he desires, provided he will write on his business stationery and state what his official capacity is with the firm.

The request for these reprints does not incur any obligation whatsoever, nor does the sending of them on our part mean that we are in a position to serve the one asking for them. It merely means a friendly and courteous exchange of ideas, and merely the possibility, if all things are favorable, of making a business connection on both sides.

Yours very truly,

M. R. Gould Company

Advertising Agency

Charter Member A. A. A. A.

Aug. 2, 1923

A

When a man speaks



*Automotive Industries prints
more news of the automotive
industry than any other publica-
tion in the world.*

Class Journals



an Authority Speaks people listen!

THE soap box orator speaks and only the loafers listen and even they do not hear him through nor take him seriously.

But when an authority talks the world takes notice. People throng about him and hang on his words and newspapers quote his utterances.

True as to individuals—true also as to business papers.

On the standing of its editors and on their reputation as authorities depends the standing of the business publication in the field it serves.

Automotive Industries enjoys, to a marked degree, the confidence of its readers

purely on the strength of its editorship.

Because its news is up to the minute, often scooping the newspapers, because its reflection of industrial conditions and developments is complete and authentic, because its opinions and forecasts are sane and sound, because it is in the fullest sense an authority in its field—Automotive Industries holds the respect and interest of its audience.

Automotive Industries is subscribed to by practically every automotive manufacturer in America and in most cases it is routed through the plant for the attention of the various departments.

THE CLASS JOURNAL COMPANY

New York, U. P. C. Bldg.; Chicago, Mallers Bldg.; Boston, 185 Devonshire St.; Philadelphia, Widener Bldg.; Cleveland, Guardian Bldg.; Detroit, 817 Fort St. West; Indianapolis, 1212 Merchants' Bank Bldg.

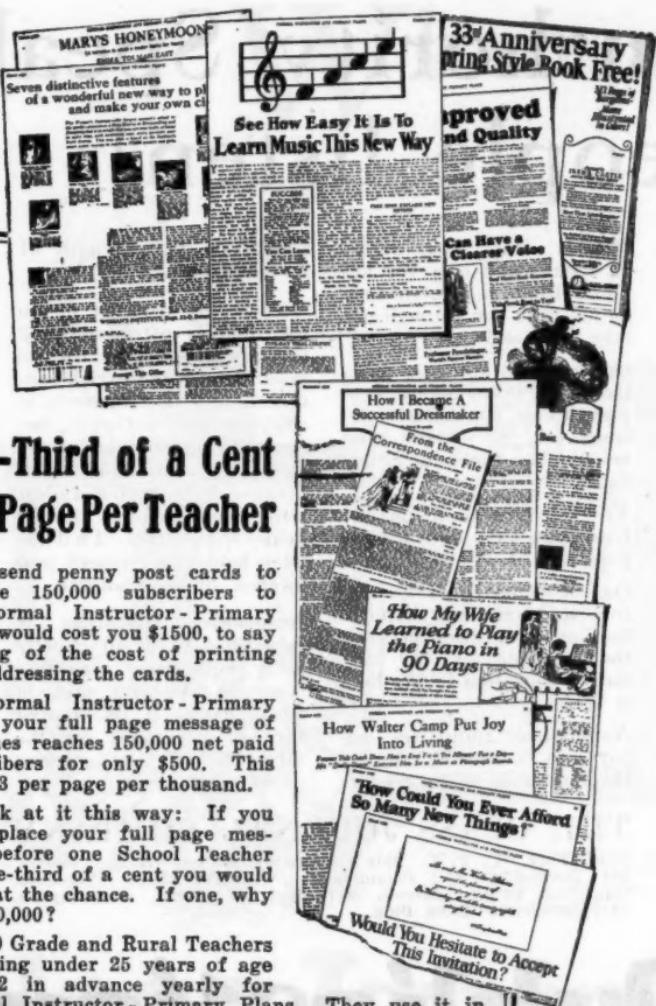
a Publications



AUTOMOTIVE INDUSTRIES ✓
 MOTOR WORLD
 MOTOR AGE
 MOTOR BOAT
 MOTOR TRANSPORT
 EL AUTOMOVIL AMERICANO
 DISTRIBUTION & WAREHOUSING
 AUTOMOBILE TRADE DIRECTORY
 TIRE RATE BOOK

Aug. 2, 1923

Aug. 2



One-Third of a Cent Per Page Per Teacher

TO send penny post cards to the 150,000 subscribers to Normal Instructor - Primary Plans would cost you \$1500, to say nothing of the cost of printing and addressing the cards.

In Normal Instructor - Primary Plans your full page message of 684 lines reaches 150,000 net paid subscribers for only \$500. This is \$3.33 per page per thousand.

Or look at it this way: If you could place your full page message before one School Teacher for one-third of a cent you would jump at the chance. If one, why not 150,000?

150,000 Grade and Rural Teachers averaging under 25 years of age pay \$2 in advance yearly for Normal Instructor - Primary Plans. They use it in their work and buy from it. 84 per cent of these young women teach in places of under 5000 population. *\$169 is the average amount spent annually by each for clothing—a total of over \$25,000,000.

*Figures are taken from a 25-Question Questionnaire sent to 10,000 Normal Instructor - Primary Plans subscribers. Send for complete compilation of results.

**F. A. OWEN PUBLISHING CO.
• DANSVILLE, N. Y.**

CHICAGO OFFICE
910 South Michigan Avenue
C. E. Gardner
Advertising Manager

NEW YORK OFFICE
110 West 34th Street
George V. Rummage
Eastern Representative

The October forms will close promptly on August 23rd

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of products for them that are familiar to our manufacturers, while they entail a great deal of work, are comparatively simple when considered with the difficulties of securing the unfamiliar, non-commercial supplies. The most important of the latter are munitions, and to carry out the plan most effectively Congress will have to be convinced of the necessity of changing the laws regarding the placing of orders for non-commercial supplies. The equipment, so that we may familiarize our manufacturers with the processes of making such products by giving them sample orders at prices which will guarantee them against loss.

"From time to time, if a number of factories were given orders for, let us say, two or three pieces of artillery of a certain advanced type, with the request to turn them out according to specifications at their convenience, the procedure would assure a supply, under an emergency, because it would train mechanics, stimulate their interest in such mechanisms, and furnish both the necessary experience and the tools for such manufacture. The Government arsenals are equipped to supply only a very small fraction of the munitions required in time of war."

The importance of this is emphasized by the results of the work of the Assistant Secretary's organization, and by the records of our participation in the World War. Numerous charts hang on the walls of the various War Department offices, and one of them illustrates the materials and processes necessary to manufacture one type and calibre of high explosive shell. This chart shows twelve groups of raw materials, and then depicts every stage of manufacture. No one factory in the country is now equipped to turn out complete shells of the kind. They must be fabricated in five or six different plants, and then assembled.

During the last war a large order for shells of the kind was held up because of the failure of one of the factories under con-

tract correctly to produce a certain small part. The completed materials for thousands of shells had to wait until another factory could arrange to make the tools and furnish production on the necessary part. This entailed a delay of nearly six months in shipping a large lot of ammunition that was sorely needed by our army in France.

Blunders of the kind were numerous and inevitable, and they cost many lives by prolonging the war. They were not due to any lack of facilities, but to the failure of the Government to provide in advance a practical plan of production and the program for the mobilization of industry.

WILL KNOW WHAT A FACTORY CAN DO

"In the event of another war," Mr. Davis continued, "because of the inventory and the survey of industry, we shall be reasonably certain that every factory given an order is fully equipped to turn out the materials specified. The War Department will know the producing power of every factory essential to its needs just as it knows the fighting power of all of the various units of the army.

"As the work of determining the necessary facts progresses, we are confronted with problems that seem to be impossible of immediate solution. Airplane supply is one of the most important of these. The development of the industry in this country is now in a state of suspended animation. The experience of the last war indicates that airplanes will play an important part in the winning of the next war.

"Doubtless time will solve this, as it has many others of the army's problems. We are sure that it will be necessary for the Government to encourage and regulate the airplane industry only sufficiently to get its development well started. Until ten years ago, the General Staff was much concerned regarding the supply of motor equipment in the event of war; but when we went into the war we found that the motor in-

Aug. 2, 1923

dustry of the country had developed sufficiently to supply the requirements in this line with surprising promptness."

As explained by Mr. Davis, the outstanding feature of the plan is its comprehensiveness. Not only is the tremendous war load equalized so that industries will be neither overloaded nor made inactive, but the less essential industries are being determined and provided for in time of war.

The problems of adequate capital are being studied, so that manufacturers to whom war contracts are allotted may be financed economically, and all prices stabilized. Organization machinery is being planned for the settlement of industrial disputes, to insure the proper distribution of labor, and to prevent industry from becoming a haven for slackers. The plan provides for a constant flow of raw materials and for their equitable distribution, and considers the effect of the tariff on strategic raw materials. In the use of power, it will aim to meet increased demands, to prevent the overloading of districts, and to utilize all available power economically. It will also provide for the maintenance of railroads and rolling stock in good condition, for the maximum efficiency in the use of all rolling stock, and for making the best use of highways and waterways to supplement railway transportation.

In perfecting this extensive program, thirty-six regular army officers are working in Washington and 122 in the field, besides a large number of reserve officers and civilians. The Assistant Secretary of War has divided the industrial area of the country into districts, and a chief of each district has been appointed. Some of the civilian district chiefs are reserve officers, and some have no military status, and to each was assigned a regular ordnance officer as executive assistant.

If war were imminent, the executive organization to carry out the plan would have to be expanded quickly. It would then require about 5,000 army officers and 37,000 civilians to manage all

details and assure proper functioning.

"To provide for the immediate organization of the executive force, if necessary," Mr. Davis said, "is one of the objects of the industrial survey now being made. We are locating and listing the men best qualified, through technical training and experience, to carry on the work in the emergency of a conflict.

VARIOUS ORGANIZATIONS IN INDUSTRY LEND SUPPORT

"We are also securing the invaluable co-operation of professional, industrial and trade organizations in solving the various peculiar problems that arise. The American Institute of Mining and Metallurgical Engineers has appointed a permanent Committee of Industrial Preparedness. This committee is doing very valuable work in assuring adequate supplies of strategic metals. The National Electric Light Association has undertaken a survey of the power of the entire country. The National Association of Manufacturers is co-operating actively. The American Society of Mechanical Engineers is carding its large membership into 350 groups arranged geographically to correspond with the industrial districts so that its technical experts may be called upon whenever a problem arises on which their advice is needed. Many others are giving excellent assistance and about 500 such organizations have expressed their willingness to aid in the work, and are being called upon as the needs arise.

"After two years of activity, we find that the program will require about three years more to complete. It will then be kept up to date by annual revisions, so that, if at any time Congress may find it necessary to declare war, an accurate basis for appropriations and a complete industrial war program will be at hand.

"In the meantime, the War Department invites constructive suggestions from all army officers and civilians who may have valuable ideas to offer. It seems to us that

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Aug. 2, 1923

the merchandising experts of the country, because they are creative thinkers, should be of valuable aid. Some months ago, we requested all army officers who had experience in the supply divisions during the war to state everything done or omitted under their observation that should be corrected. A great mass of information was the result, and it has now been classified and arranged and is furnishing us with invaluable guides. The same request has been made to members of the War Industries Board and all civilians who served during the war in capacities that make their observations valuable.

"The plan offers advantages to industry in time of war that are many and obvious. It also gives, I am sure, many peace-time benefits that are well worth while. It will encourage the development of new ideas and methods of manufacture, and will undoubtedly tend to aid in establishing better relations between the employer and labor, besides fostering loyalty and patriotism throughout the nation. And by bringing about a more intimate relationship between industry and one of the most important branches of the Government, the plan in its development will give our law-makers a better understanding of American business and our business men a better understanding of the needs and operation of the Government, to the advantage of both."

A Plan That Should Be Acted Upon

THE BANKERS SERVICE CORPORATION
NEW YORK, July 25, 1923.

Editor of PRINTERS' INK:

As a former St. Louisian, I would have been interested in the article "Advertise the Savings Pass Book; Exit the Red Flag" in *PRINTERS' INK* of July 19, by Festus J. Wade, President of The Mercantile Trust Company, even if my whole business life had not been spent, more or less, in intensive study of the problem he discusses.

I wonder if every reader of *PRINTERS' INK* knows how consistently, how energetically, and how liberally Mr. Wade has practiced what he preaches. I wonder if they all know that he was the first bank president in the United States to take a full page advertisement in the newspaper. I wonder if they know that he has done this not once, but hundreds

of times, and that he has even been known to take four solid pages of rotogravure in one issue.

To me, this policy of actually taking his own medicine, (and thriving on it, by the bye) adds weight and conviction to every word of Mr. Wade's splendid article. He does not only think he is right—he knows he is right, and he has a fifty-million-dollar trust company, organized and built up through his own efforts, to prove that he is right.

The nation-wide campaign on bank use, which he suggests, would in my opinion, make a splendid demonstration of the power of publicity to change a nation's habits for the better. And I cannot think of a time in our history when the nation was more ready for such a thing than it is today.

Every question of public interest these days is an economic question. In the fifteenth century Religion was the most interesting subject. From 1700 to 1890 politics got the spotlight. Today the man in the street wants to hear about economic questions, and he believes that the banker knows more about this than anyone else, and in most cases he is right.

President Puelicher, of The American Bankers Association, recently called on President Harding of the United States, and asked him what the bankers of the country could do to serve the nation better. The answer was: "Explain to the common people the economic conditions that affect their lives." And in an address to The American Bankers' Association, Mr. Puelicher said that he had dedicated his administration of The American Bankers' Association to that object primarily.

Here we have a leader of the whole people, and the leader of all the bankers agreeing on the principle which Mr. Wade advocates. But Mr. Wade has gone beyond mere principles, and suggested a practical method by which his principle may be carried out.

It seems to me that every banker, every newspaper publisher, and every advertising man in the United States, is, or should be interested in what Mr. Wade has said.

THE BANKERS SERVICE CORPORATION,
G. PRATHER KNAPP,
Vice-President.

R. E. Peoble Joins The Utility Company

Robert E. Peoble has joined The Utility Company, Inc., New York, distributor of Gre-Solvent hand soap, as sales and advertising manager. Mr. Peoble was formerly advertising and assistant sales manager of B. Fischer & Company, distributors of Astor coffee, also of New York.

"Farm and Home" Appoints Henry Beyer

Henry Beyer, recently with the Crowell Publishing Company, New York, as assistant manager of rural sales, has become circulation manager of *Farm and Home*, Springfield, Mass.

Fall Campaign Being Planned for Ghirardelli Chocolates

Plans are being prepared by the D. Ghirardelli Company, San Francisco manufacturer of chocolate and cocoa, for its fall advertising campaign. Newspaper, outdoor and car card advertising will be used. The Honig-Cooper Company, Inc., San Francisco advertising agency, will direct this advertising.

Death of F. A. Ribble

F. A. Ribble, manager of the Thos. Cusack Company at Birmingham, Ala., died at his summer home in Detroit last week. He was formerly a partner in the firm of Theiss, Douglas & Ribble and the Southern Advertising Company, both of Birmingham. When these interests were sold to the Cusack company Mr. Ribble became manager of the latter's Birmingham office. He was fifty-five years of age.

R. L. Fitzwater to Direct Sales of S. O. S. Soap

The S. O. S. Manufacturing Company, Chicago, manufacturer of S. O. S. soap, has appointed R. L. Fitzwater sales manager. He has been vice-president in charge of sales of the H-O Cereal Company, Buffalo. Mr. Fitzwater will have his headquarters at Philadelphia.

E. O. Manchee Joins Brigdens, Limited

E. O. Manchee has joined the sales department of Brigdens, Limited, Toronto artists, engravers and printers. For more than twelve years he had been Ontario manager at Toronto for the Desbarats Advertising Agency, Limited, of Montreal.

Thos. Cusack Company Appoints H. W. Pearson

H. W. Pearson, recently New England manager of the O. J. Gude Company, has joined the Thos. Cusack Company in a similar capacity. He will make his headquarters at Boston.

A. L. Randall Co. Appoints Wm. H. Rankin Company

The A. L. Randall Company, Chicago manufacturer of reed and fibre furniture, has placed its advertising account with the Chicago office of the Wm. H. Rankin Company, advertising agency.

Weber Advertising Bureau Has Toy Account

The Live-Long Toy Company, Chicago has placed its advertising account with the Henriette Weber Advertising Bureau, Chicago.

Bartlett Pear Copy Stirs Memories

The California Pear Growers' Association, San Francisco, is using copy in its newspaper campaign on Bartlett Pears to recall last season's enjoyment of this fruit.

"You remember," reads the copy in part, "how cooling and refreshing they were last summer—how good they tasted —what delicious salads, cocktails and desserts you made with them—how sorry you were when the season was over—how you longed for more. You can gratify your longing now." A recipe follows.

Babson Institute Appoints

F. W. Prescott

Frank W. Prescott has joined the staff of the Babson Institute, Wellesley Hills, Mass., as sales and publicity director. He was formerly with the advertising staff of the Boston *Evening Transcript*. Later, he became advertising manager of the Leopold Morse Company, Boston. More recently Mr. Prescott has been conducting an advertising business under his own name at Boston.

J. C. Penney Sales Show Gain for Half Year

The J. C. Penney Company, Inc., national department store organization, reports gross sales for June of \$5,239,577, as compared with \$3,988,453 in the same month of last year. Aggregate gross sales for the first six months of the current year were \$24,738,780, as against \$19,710,835 for the first half of 1922.

Meat Council Using Health Appeal

The Meat Council of Northern California with headquarters at San Francisco is making an introductory campaign in newspapers of Northern California. Meat for health is stressed in the copy. The account has been placed with Emil Brisacher & Staff, San Francisco advertising agency.

Form Highway Advertising Company in Alabama

The Highway Advertising Company has been incorporated at Birmingham, Ala., for the placing of advertising signs and markers on Alabama highways. The incorporators are E. L. Higdon, Alice S. Higdon, P. W. Higdon and E. L. Higdon, Jr.

Hamilton, O., Printer Opens Eastern Office

The Republican Publishing Company, Hamilton, O., printer and catalogue maker, has opened a New York office. Charles L. Day, formerly on the sales staff of the company, has been appointed Eastern representative and manager of this office.

SLIPPING?

Sand the Track

Slipping a bit, eh? Not quite making the grade with your sales quota for the Cincinnati market? Other fellows creeping ahead, in spite of the superior merit of your product and the established reputation of your house? Jobbers who formerly begged you for more merchandise now making excuses for not giving you more orders?

Listen! The fault is not with your merchandise, but with your merchandising. Business in Cincinnati is better than at any previous time. Employment is general, wages are high, the population is growing and the people are spending. Jobbers and retailers alike are busy and prosperous. But the call is insistently for goods that are advertised in the Times-Star.

Why in the Times-Star? Because the Times-Star goes daily into four of every five homes in the Cincinnati district, and carries more local and national advertising than any other paper in its field. Because the Times-Star for fifteen consecutive years has been, and today is the one Cincinnati paper that truly reflects the sentiment of the community of which it is a part, the one paper that shapes the purchasing habits of the people of the community.

Why the Times-Star? Because advertisers have proved that the Times-Star sands the track and gives a sure grip to the wheels of business.

For marketing information relative to your product address our merchandising department.

CINCINNATI TIMES-STAR

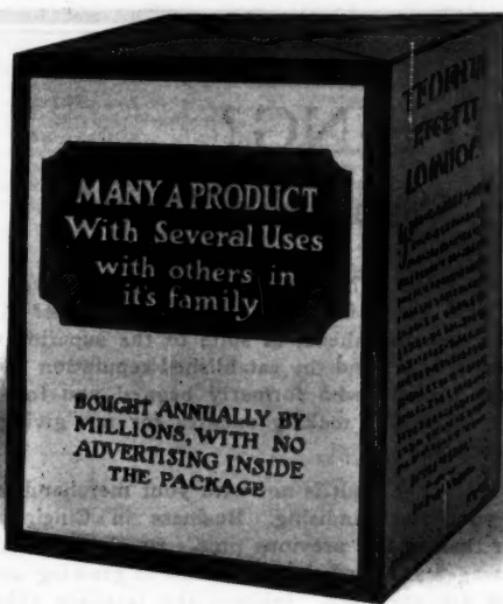
CHARLES P. TAFT, *Publisher*

C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

Aug. 2, 1923

Aug. 2



20 Million Wasted Opportunities At Little Cost a Salesman Could Travel in Each Box

The cost of the package—once considered a necessary evil—is now regarded as an advertising asset. Articles which really do not require a package are being put up in boxes because the box affords an advertising opportunity—gives the product a prominent place *on* the counter instead of being buried *behind* it.

Such products as Stillson wrenches have benefited by being put up in boxes with counter displays that show uses in Everyman's Home.

Scores of articles not now packaged will be put up in containers in the near future—not because of manufacturing necessity, but because of selling advantage.

In some lines the retailer must carry from 5,000 to 10,000 items in stock. At certain periods of the day, clerks wait upon 32 customers per hour. The package must itself be a salesman.

In self-serve stores the container is the only salesman. It must stand out—attract hands toward it. Six hundred cities in the United States do 95% of the business. One chain of self-serve stores is already in 200 cities. And the average annual business of each store is \$120,000.

It is no wonder that makers of varied products now test one package against another before making their final selection.

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Each package is really a miniature billboard that confronts the buyers at the time they make their choice. Everything else being equal, the better package will win.

Most advertisers are agreed on the merchandising importance of the container, but what of the inside? Is it an advertising slacker, or are you putting it to work?

Perhaps not one out of ten, or maybe one out of a hundred people whom you reach with national advertising buys your product. You must naturally buy circulation in gallon measures to get a gill of customers. Buying the first package doesn't make them customers. What can you do to make Mr. and Mrs. buy the second package—and the third?

Are you taking this opportunity to tell them the good qualities of your product?

Are you showing them the right way to use it?

Are you showing its many uses which would double consumption per capita?

Are you using inserts in well-established products to introduce new additions to your line?

Are you using packed-with-product advertising to produce requests for your recipe book or health book or catalog—to build a mailing list?

These are questions for advertisers to ask themselves. Nearly all campaigns have as their ultimate object the increasing of consumption per capita. Packed-with-product advertising will do more—cost considered—to make the public use more tons of your goods than any advertising investment you can make. It performs five valuable functions at surprisingly low cost. Write for a copy of the book "Packed with Product Advertising." **STANDARD PAPER MANUFACTURING COMPANY, Richmond, Virginia, Makers of**

REGISTERED **Standard** TRADE MARK
Blottings

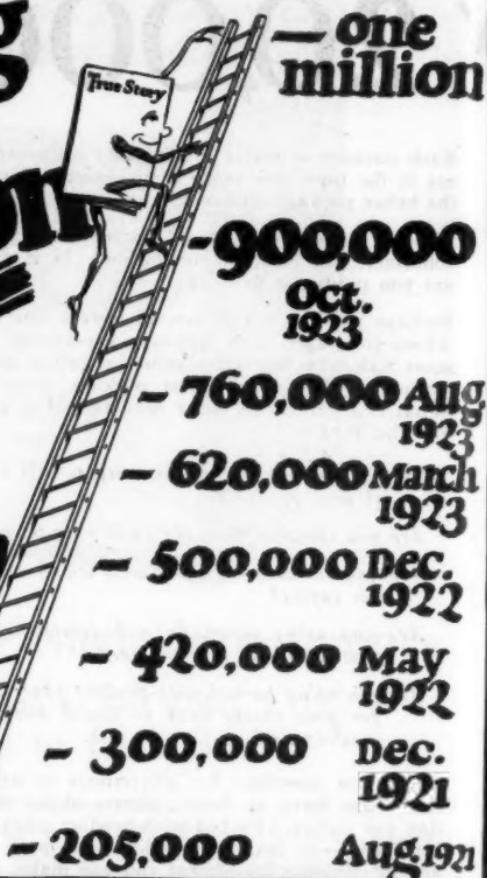
"More Mental Impressions from each printing impression"

Sold by leading paper jobbers in the United States and Canada

Aug. 2, 1923

**Getting closer
to a
million**

watch him
reach it
by Nov.



True Story

MAGAZINE

"AMERICA'S FASTEST GROWING MAGAZINE"

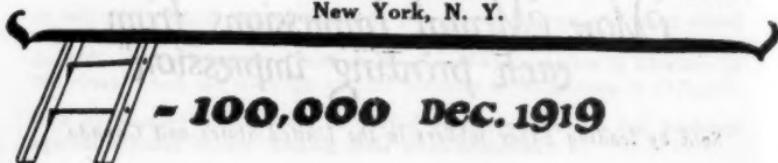
Macfadden Building

Chicago

1926 Broadway

Boston

New York, N. Y.



The "Stinger" Can Be Removed from Negative Illustrations

Wasplike Reaction of the Old-Style Unpleasant or Accusative Copy and Picture Angle Can Be Relieved by Some Very Simple Expedients

By W. Livingston Larned

NEGATIVE advertising has never been popular for a number of apparently legitimate reasons. One of the most potent of these was the tendency to boost your own proposition by "taking a fall" out of someone else. If this was not true, then an industry or a proposition as a whole was inadvertently put under a shadow.

A number of years ago a maker of an asbestos product for covering steam pipes devised an advertising campaign for industrial magazine use, in which he stressed the value of the line in the matter of factory life-saving. There were thrilling pictures of men being scalded to death by boiling water from pipes suddenly broken, and scenes of agony and suffering as helpless toilers fell beneath the hot breath of gusts of escaping steam.

Things went along very nicely for a half year or more, when a special committee waited on the advertiser. He was asked to consider a change in his methods. There were sharp words, back and forth. Whereupon the spokesman said:

"You want to know what business it is of ours: very well, we will tell you and without any more mollycoddling. This advertising of yours is frightening our workers. These men see your alarm pictures of death and disaster, both in the industrial papers and on the posters you are having tacked up in proximity to shops, foundries, factories.

"Insidiously, the advertising is having its influence. The men with jobs that take them around fire, steam and hot water imagine that death lurks always just around the corner. They are filling in with their imaginations. Where they never thought of such

accidents before or the probability of them, now they think of little else. Your advertising, and more particularly the pictures, are doing real harm to all manufacturing plants. We grant that there are occasional cases such as you mention. But the things you show and describe are in the minority, not the majority. They are the dramatic exceptions to the general rules, and we have come to head you off before you take things along any farther."

The advertiser was made to see the truth of this, and his policy was changed—changed for the better, by the way. The new campaign was much more profitable.

COULD THE UNPLEASANT ALWAYS BE AVOIDED?

Must advertisers, however, always and invariably portray the sweet and the pleasant side?

Is a maker of safety chains for automobiles, of brake bands, of steering knuckles, of electric lights, cut off arbitrarily from presenting the dangers which beset the motorist who fails to take proper precautions?

Time was when the answer was affirmative. It was believed that exceedingly unpleasant mental pictures were transferred to motorists in general. The scene of a wrecked car, its occupants spilled out and dying, would do irreparable damage to the business of automobile manufacturing. It registered that wholly destructive picture of the perils of automobiling which might deter many from purchases. Because a small boy occasionally cut his finger on a pocket knife, was it quite fair to the knife manufacturing industry to draw pictures of the accident?

And so the storm of argument raged.

Aug. 2, 1923

But it has dawned upon the consciousness of the majority that conditions have changed in this country. As a people, we have done considerable switching of our point of view.



LIFE INSURANCE WOULD HAVE PREVENTED THIS

The Prudential Insurance Co. of America

EDWARD D. DUFFIELD, Painter
Home Office, Newark, N. J.

NO COLD REASONING FOR THE MIND, BUT A
NEGATIVE APPEAL THAT THE HEART
UNDERSTANDS

A few pioneers in negative advertising, as applied to the automobile industry, for example, never winced, never gave an inch. They were selling appliances which actually saved lives and they dealt in human weakness, as well as the weakness of things mechanical. And so they went right ahead, regardless.

Strange to say, there was no appreciable decrease in the sale of automobiles. Have you noticed any?

And this applies to all kinds of products, in every field.

Some negative advertising was absolutely necessary—as necessary as spanking a bad child or lectur-

ing a delinquent employee. Of course, some there are who do not believe in spanking youngsters. But what of it?

Today we find, therefore, a changed spirit in so far as negative advertising is concerned. The negative illustration and the negatively written message of today differ from the raw tirades of those other days. Something of the sting has been removed. It is not so wasplike. There is less venom in it, less hurt, less reprimand and less intolerance.

A happy medium appears to have been discovered, wherein advertisers who have a certain moral to point or a definite warning to inculcate, do so bravely and with a fine sense of discretion.

If advertising is the educational force everyone freely accords it, then these occasional so-called negative messages should be delivered. When statistics prove that less than 20 per cent of those who drive automobiles take the trouble to "worry much over brake lining," and when a formidable array of dangerous accidents can be traced yearly to faulty installation in this department, then someone should talk bluntly on the subject, and who has a greater moral right to do so than the manufacturer of a thoroughly dependable brake lining?

The modern negative advertisement is inclined to talk quietly, pointedly, but positively to people who are doing things the wrong way, who are endangering the lives of the many, who are risking their own lives. The negative advertising of this generation is pronouncedly constructive and helpful. It is first educational and then "negative," if you please to call it that.

A conspicuous case is the dominant and altogether stirring campaign just released by The Prudential Insurance Co. of America. But it is not "negative" advertising as we once knew it, although many of the original ingredients are present.

And it is principally picture in every case: one bold, heart-touching illustration accompanied by a

brief
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brief title, as in the case of "Life Insurance would have prevented this."

The canvas shows you a pitiful little girl, shabby of dress, with sadness in her expression. Poverty is definitely written in every line of this crayon character study

picture will do. There are many kinds of prospects for life insurance, including the inevitable percentage which must be morally dynamited or mentally frightened into doing the right thing—and life insurance unquestionably is the right thing. We never shall forget the quiet observation of an old country doctor who once admitted to the writer that in at least 50 per cent of the cases handled by him, he could bring about relief and health only through old-fashioned fright. It was the best medicine he had been able to discover. Certain people had to be alarmed into correcting those things which brought about their own illness.

That an advertiser of the character and stability of the Prudential should deliberately take the bull by the horns and deliver a little moral lecture, in picture form, is therefore consistent with human nature and with the diagnosis of a certain case. If this page reaches only the percentage which is

careless, usually indifferent, slow to move mentally, it will have performed its mission.

Such negative advertising is doing a useful thing, in our estimation. Some of the ugly sting has been removed by means of obvious processes. The illustration is very beautifully and sympathetically drawn and conceived. It is not maudlin. It is incontestably good because it is founded on truth. There is no questioning its sincerity. If its advice is followed, it will bring happiness where sorrow might prevail.

An automobile horn is not exactly an easy thing to advertise where the advertising is persistent and long continued. Material



If this were your child—

what would you think of that car driver? He depended upon an unreliable, weak-voiced horn and it failed him in an emergency. Nothing to do now but grab the brakes and hope for the best.

Stewart-Warner Spondometer Corporation - Chicago, U. S. A.

Stewart-Warner Exclusive
Warren Service Register
Throughout the World

Stewart
CUSTOMER ACCESSORIES

USED ON 8 MILLION CARS

THE PURPOSE OF AN AUTOMOBILE HORN IS TO AVOID ACCIDENTS AND THIS ADVERTISER IS VERY CONSCIOUS OF THAT FACT

of the little girl to whom something has happened. She is gathering bits of wood in squalid surroundings. But the eye races unerringly to the face of this child. It requires no accompanying sketch to bring out the fact that this is the face of a child of inherent refinement. The mother and the father were not born to poverty. Poverty had descended from a clear sky. This little girl rightfully belongs in a comfortable home.

It simply can't be claimed that the pleasant side of life insurance, oft-repeated, filled with sunshine and promise, would do the things which this grim, heart-stirring

If you, too, are a Ford owner you will avoid unpleasant accidents and lawsuits by equipping with a powerful-voiced horn that is always on the job. Ask your dealer or garage-man to show you the Stewart Horn. It's "custombuilt."

Model	163
\$7.50	
Warren Price	\$7.75

Look for the Red Tag
on All Customer
Stewart Repair Parts

Aug. 2, 1923

runs out. Despite this, years and years passed before manufacturers of this automobile accessory ventured to speak the greater truths concerning their products. The Stewart-Warner corporation has at last "come out in the open," no longer content to deal with half-truths and diluted lines of approach. An automobile horn is primarily a life-saver. It is a warning to the pedestrian. If

him in an emergency. Nothing to do now but grab for the brakes and hope for the best."

Again a well-drawn picture, plus deserved and truthful reprimand removes some of the sting from the advertisement. It may bring a moment of temporary revulsion, as such scenes are certain to do, but any man worth his salt, who has not been careful concerning his automobile horn, is compelled to say to himself: "That's true! That's right! If the owner of that car ran over my little girl I would want to deal out personal punishment to him on the spot. It would be slaughter and nothing short of it."

OBVIOUS TRUTH NEEDS TO STARTLE

The Dairymen's League issued an unusually startling and compelling newspaper advertisement, five columns in width and almost the full depth of the sheet. Here was the top-position picture:

An alarmed mother, stopped in the act of pouring cream from the milk bottle in her hand, by a stern officer of the law, whose grip was on her shoulder. Strong material? But then the League has a strong argument to make. It says, in defense of this picture:

"If laws were made for children this would happen to many mothers! The law sees to it that you cannot buy milk below a certain high standard. Milk must have all the butter-fats and vitamins and other food elements that make milk perfect food. If your milkman sells milk that is not nourishing, he goes to jail. But there is no law to prevent mothers from pouring off the 'top milk cream' from the milk bottle. When they do this, they remove practically all the food value from milk and leave nothing but weak, skimmed milk for their children to drink. Of course grown people want creamy coffee. But don't use the top of the milk bottle—that belongs to your children, who need it!"

Can any exception be taken to negative advertising of this character? Advertising has a perfect right to tell the truth when it hurts.

If laws were made for children
this would happen to many mothers!

DAIRYLEA
MILK
DAIRYMEN'S
DAIRY PRODUCTS, INC., NEW YORK CITY
COSTS NO MORE THAN OTHER STANDARD BRANDS

A NEGATIVE TWIST THAT HAS GIVEN GREAT EMPHASIS TO THIS ADVERTISER'S SELLING POINT

you have inadequate means of giving such signals, you are endangering lives. There can be no quibbling with the frank truth of all this.

"If this were your child," is the dramatic caption beneath an illustration of a horrified maid, snatching an equally terrified child out from beneath the wheels of an on-coming automobile.

The validity of the picture is brought out in the text:

"If this were your child what would you think of this driver? He depended upon an unreliable, weak-voiced horn and it failed



GO BUY Instead Of Go By

SUCCESSFUL Advertising is the conservation of conversation. In the English of the American, it is the ability to say a mouthful and shut up. As you work with language, we work with lineage. Our conservation of costly space, without deterioration of conspicuous display, allows frequency of insertion and repetition of impression, which, alone, will get people to go buy, instead of go by.

FREDERIC NELSON PHILLIPS, President

PHILLIPS & WIENES
INCORPORATED

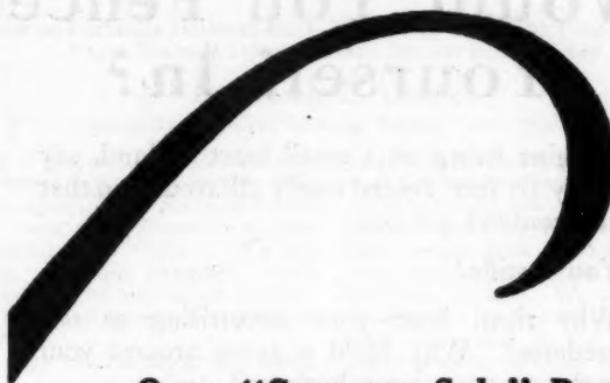
Typographers Who Prove It With Proofs
314 East Twenty-third Street
New York

Aug. 2, 1923

BUSINESS MAGAZINE



GOES monthly to 160,000 business executives, all picked—and postage paid—by Burroughs Salesmen.



On a "Cost per Sale" Basis

—Business Magazine has won its place as first or second on the lists of many national advertisers.

It has proved to be such a consistent producer month after month that eighty-eight per cent of its present contracts are renewals for at least the second year.

Take This Tip!

Put Business Magazine on your list —then carefully check its results on a "cost per sale" basis.

You'll see then what it means to reach 160,000 business executives at the lowest rate per page per thousand in the business field.

Write today for a sample copy, rate card or other information.

THE BURROUGHS PUBLICATIONS

Published by the Burroughs Adding Machine Company, Detroit, Mich.

Would You Fence Yourself In?

Imagine living on a small tract of land, say 30 by 50 feet, fenced nicely all around so that you couldn't get out.

You'd stifle!

Why then, limit your advertising to one medium? Why build a fence around your main support, your business?

Break down the old traditional barriers.

Step out into the new, complete and inexpensive field that the Journal-Post offers. Don't stand by and let your product stifle for the want of more breathing space.

We're inviting national advertisers to break down the fence and enter the big, resultful Journal-Post field.

It means better business all around.

Things are now quite different in Kansas City!

THE KANSAS CITY JOURNAL THE KANSAS CITY POST

WALTER S. DICKEY, *Owner and Editor*
EDWIN O. SYMAN, *General Business Manager*

Mornings, 152,112* Evenings, 168,740*
Sundays, 201,684*

*Publisher's statement to the ABC for 6 months ending Mar. 31, 1923.

Represented by VERREE & CONKLIN, Inc.
New York, Chicago, Detroit, San Francisco

Bank Advertising That People Will Read

American Exchange National Bank, New York, Graduates from Financial Pages When It Injects Human Interest into Its Copy

By Lewis L. Clarke

President, The American Exchange National Bank, New York

OUR present series of advertisements, appearing in the daily newspapers, is not much like what had come to be regarded as conventional bank "copy." We are using carefully prepared, well-written special articles on interesting phases of typical American industries.

It may be difficult, at first blush, to see wherein this sort of thing, though admittedly interesting and "newsy," can benefit the bank, but one thing must be made clear at the outset; it is gratifying, of course, to learn that we are attracting so much attention, but if it is the novelty of what we are doing that excites comment, honesty compels the admission that from our point of view there is no novelty in it.

This advertising, as we see it, is simply the logical result of what we believe to be sound business policy for the American Exchange National Bank; a policy we have believed in and have been following out in all lines, for quite a while. Furthermore, these special articles form part, and a closely-knit part, of our entire continual effort, both to increase the volume of business our bank is doing, and to reach out into new fields of service to the community.

There are three things for which we particularly want the American Exchange National Bank to be known; for its humanness, for its enterprise, and for its dependability. All our publications, including our advertising articles, are prepared with these three things especially in mind.

It is our chief pride to have our bank known, first of all, as a human institution. We ourselves are interested, and we want to prove

to people that we are interested, in just the sort of things about which everybody else likes to know. We do not want to become, nor to have people think of us as becoming, merely part of a cold, impersonal machine. We are always looking for the human story in our own work, and in the work of other people. We like it, and we have found it pays us to indulge our liking, because people actually seem to prefer to do business with a bank that has a human side to it.

THE FIRST EXPERIENCE WITH ADVERTISING

Our first definite step in developing the policy of which our present advertising is the latest manifestation was a booklet published in 1916 on "Acceptances." At that time acceptances were still a novelty to the average American business man. An active campaign had been undertaken, with the aid and approval of the U. S. Government, to extend their use, but there was widespread ignorance, coupled with a great deal of curiosity, about this new piece of commercial machinery—what it was, how it worked, and what its advantages might be.

No better way could have been found for a display of enterprise on our part than the publication of an authoritative treatise on acceptances which would dispel this ignorance and satisfy this curiosity. It was decided to treat the subject in an interesting, non-technical style, giving people a chance to see the acceptance as it is, a simple, perfectly logical improvement in the machinery of commerce and credit, and telling them the human story behind it.

At the same time, to have the name of the American Exchange

Aug. 2, 1923

Aug. 2,

National Bank upon it, the treatise had to be, although concise, thorough and authoritative; and the information it contained dependable. That we were successful in these aims, is proved by the fact that this booklet, having gone through four editions, each successively revised to include later developments, legal and otherwise, is today a standard text-book and work of reference on its subject, in banking and commercial institutions, business schools and libraries throughout the United States.

The first publication was followed by others, and it is our intention to go on publishing booklets of the sort, whenever we find a subject that appeals to us as worth while. First of all, that is, we want something that interests us, and that consequently is likely to be of interest to other people. Second, it must not be too easy—there must be need of enterprise in digging out and assembling the facts. Third, when the job is done—and anything we do has to be well done—its publication must have a fair claim to be a real service, as the publication of dependable information about acceptances was, to the community.

At the same time, we have always been on the alert to follow up every opportunity created by one of these publications, to bring new customers to the bank. The list for free distribution of each booklet is made up with great care, with a view to getting the publication into the hands of as many as possible of the particular persons to whom the information contained in it should be especially interesting and valuable.

Careful note is taken of all replies, acknowledgments or queries, even of criticisms, received from the recipients of any of our booklets; they are all systematically followed up, often to the extent of a personal call from one of our representatives when it seems likely to prove worth while. The results achieved have been very striking, not merely in the number of new accounts obtained, and new business created in other direc-

tions, but also in the feeling, which continually comes back to us from all sides, that we are making new friends all the time.

While this work had been going on, however, we had been thinking ahead and thinking hard on the subject of our direct newspaper advertising. We were becoming increasingly dissatisfied with the conventional publication of condensed statements of the bank's position and resources, coupled with a bare list of its officers and directors.

DID NOT WANT TO TALK TO COMPETITORS

Among other points that came up was the fact that the newspapers assigned bank advertising a place in the financial section. It seemed to us that from there we could only be talking to our competitors, or at best to people who already knew us. The people we wanted to reach, the people who did not know us, were just the people least likely to read that part of the paper.

We decided to make an effort to move up toward the front. But we realized that such an ambition on our part called for something new in the way of copy. If all we had to offer was the good, old-fashioned kind, we might as well stay back with the rest.

After a great deal of study, we evolved the plan which is now taking shape in our present series. We decided, naturally, that we must publish something that nearly everybody would be interested in: a series of human stories. We must take enough pains in preliminary study and research to get together a body of interesting facts that would make even well-informed people feel that they were learning something new. And being published in the name of the American Exchange National Bank, every statement of fact must be accurate and dependable.

At the same time, the stories must be about American industry, and must lead readers to think naturally and logically of the important part played by American

What Is "Class" Circulation?

A FEW publishers—some advertisers—and a great many advertising men define "class" or "quality" circulation, as though it had some reference to, or bearing on, the social standing of those who comprise it.

"Class" or "quality" circulation is purely a commercial term. It means circulation among that part of the population who have enough money to buy what they need or want. As opposed to it, there is "mass" or "quantity" circulation, which means circulation among that part of the population who have not.

When the New York resident is financially able to live in ordinary comfort, he becomes a theatre patron. The circulation of Theatre Programs in New York, is, therefore, confined to the people who have at least enough money to satisfy their needs. There are various methods of advertising to the others.

Programs for 60 legitimate New York theatres—
aggregating 1,600,000 circulation monthly.

Published by

New York Theatre Program Corporation

108 Wooster Street

New York City

Aug. 2, 1923

Aug. 2

banking in the financing of that industry. In this way, it was felt, we would come as near to 100 per cent of our intentions as possible, because each advertisement would be characterized by human interest, enterprise, and dependability.

One other point: it has always been the theory, even of progressive advertising men, that financial advertising, when it departs at all from the conventional, should, before everything, be short and to the point. One cannot expect—so the theory runs—the average reader to grasp more than one idea at a time, or do more than glance at an advertisement. Anything he cannot take in instantly he will not take in at all.

We decided, while we were about it, to test the soundness of this theory also. We believed the people would read anything, no matter how long, so long as it interested them, and we believed that the stories we were preparing would be interesting enough to hold their attention. We did not, therefore, grudge the space necessary to tell them.

The final step, before the actual research and writing of the stories, was, naturally, the selection of subjects. In this we were guided, in part, by the feeling that what interested us would probably, if properly presented, interest other people, and in part by a few simple, obvious general principles.

Everybody, for instance, wears shoes. Therefore a story about the American shoe-manufacturing industry ought to have nearly universal appeal. Similarly, everybody wears clothes; hence wool, cotton and clothing manufacture. It is not hard to see, from these, why we went on to tobacco, matches, copper, oil, transportation, and are continuing down a list that almost anybody could extend for us.

At the same time, it must be noted, we have stuck to our determination in each case to dig below the surface, beyond the

mere statistics, and publish a bit of the human story of the industry, and a bit that either never had been generally known or had been forgotten.

It is not too early to say that we have had remarkable success. We find that in many cases we are telling men things about the origin of their own businesses that they themselves did not know, and that they almost always feel pleased and flattered to be told. There is not a single advertisement so far published in the series to which we cannot, in some cases directly and unequivocally, credit at least one new depositor or new connection; and far more important and valuable than this are the many indications we are constantly receiving of the extent to which our stories are being read, commented upon and remembered throughout the United States.

We have graduated from the financial pages, and we are not going back there.

Will Advertise Apricots in New Campaign

Magazines and newspapers will be used in a new national advertising campaign on dried apricots which the California Prune and Apricot Growers' Association, San Jose, Cal., will release at once. This advertising will be directed by the Honig-Cooper Co., Inc., San Francisco advertising agency.

E. H. Anderson Joins "Export"

E. H. Anderson has joined the advertising staff of Steven de Caesznak, Inc., New York, publisher of the English, French, Spanish, and Portuguese editions of *Export*. Mr. Anderson for more than eight years represented *El Comercio*, also of New York.

Advance Boiler Account for F. J. Low Company

The Advance Boiler Corporation, New York, has placed its advertising account with the F. J. Low Company, Inc., of the same city. Business papers are being used.

Kitson & Neumann Add to Staff

Kitson & Neumann, art service, Springfield, Mass., have added to their staff Raymond E. Hurd. Mr. Hurd formerly conducted a studio under his own name at that city.



I. A. KLEIN
50 E. 42nd St.
New York

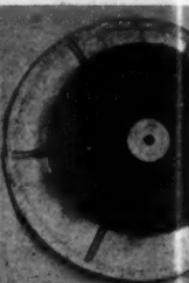
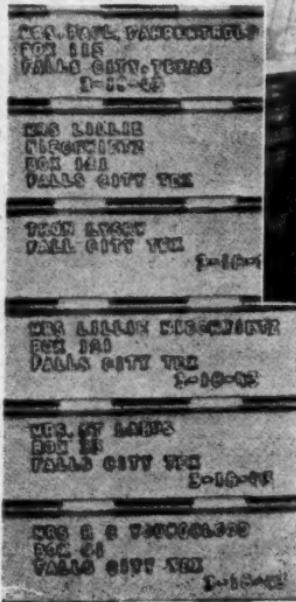
R. J. BIDWELL CO.
742 Market St.
San Francisco

I. A. KLEIN
76 W. Monroe St.
Chicago

The Right Investment



The Reliefograph Department,
where the metal name plates
for our list are cut.



An average reel of name plates from our list, containing an average of 3,000 Pollard-Ailing name plates.



Above—Nine cases of reels in our Mailing Department, and each case holds twenty-two reels, each containing an average of 3,000 name plates.

Left—Pollard-Ailing Metal Stencils of the type used in our list.

We have many thousands of dollars invested in mailing equipment to insure the prompt and safe delivery of our publication to the subscribers.

REPRESENTATIVES:

Chicago Office
Rhodes & Leisenring, Mgrs.
2003 Harris Trust Bldg.
Central 937

St. Louis Office
R. M. Saylor, Mgr.
Century Bldg.

New York Office
A. H. Greener, Mgr.
116 W. 39th St.
Room 1030

We Now Guarantee

700,000

PAID IN ADVANCE

All Mail Subscribers

\$2.60 an Agate Line

\$1,450.00 a Page
(680 Lines)

The
HOUSEHOLD JOURNAL

Batavia, Illinois

IRA E. SEYMOUR, Advertising Manager

The Ralston Purina Company's Plan for Developing Salesmen

How It Builds Its Sales Organization around the Products It Sells

By H. W. Stallworth

Division Sales Manager, Ralston Purina Company

ALL lines of business cannot have the same type of sales organization. A business must develop its sales organization around the commodity it has to sell. It must know whether its commodity is going to be sold from the plant through brokers, in turn to jobbers, who sell to retail distributors to distribute to the consumer.

The sales organization of the Ralston Purina Company has been designed to fit the particular commodity we manufacture. We call our feeds "chows" in order to distinguish them from all other feeds in the United States. These "chows" are not stock remedies, but are animal foods. We merchandise them through retail feed stores throughout the country. We have our representatives call on the consumer. We do that for two reasons:

(1) We want to sell the consumer—the actual feeder; to come in contact with him and sell him balanced rations; sell him the idea of feeding balanced rations. We want him to know that Purina "Chows" are balanced rations.

(2) We find we must teach the feeders to feed right. We tell them how to feed. We sell them, if we can. We come back and tell them how to feed. Our representatives again and again tell them how to feed. It is a story to be told over and over.

In our organization we have four classes of salesmen: (1) The District Supervisor. Under the district supervisor there are four to five territory men. (2) The Territory Man. The territory man will have a group of counties in a State. Possibly the district supervisor will have one-third,

possibly one-half a State. (3) Junior Salesmen. Under the territory man we have what we call junior salesmen. It is the duty of the junior salesman to call on the consumer only. His job is to work with the territory salesman. His expenses and salary are charged to the territory man—of course, an equitable proposition is worked out with the territory man. (4) Demonstrators. Most of our demonstrators come to us from State agricultural colleges and universities throughout the country.

WHAT KNOWLEDGE IS REQUIRED OF A SALESMAN

A salesman should have a knowledge of the value of animal nutrition, to handle our products. By going to the agricultural colleges and universities we get men who have had the background we like to find in a future salesman, for they have a certain knowledge of the technical subject. The first thing we want in that young man, who is from twenty-two to twenty-six years of age, is character. When a building is constructed, the first step taken is to lay the foundation, and character is the foundation on which business success is built.

The next quality is ability. A young man who will "get somewhere" in our organization; who can see the possibilities of the future and who can "cash in" on his possibilities.

We also want him to have energy.

We want him to have a pleasing and engaging personality.

He must also have courage.

After these men have been interviewed in our office they are sent to different department heads to be interviewed. One man will interview the future salesman to

An address before the Sales Managers Bureau of the St. Louis Chamber of Commerce.

ascertain whether or not he has the proper background of education to come into our organization; another man will look into his character, etc.

Men who are accepted are then put into our training classes. The first thing is the Army test. It covers some knowledge of mathematics; some knowledge of general subjects; some knowledge of alertness. We want to find certain characteristics. We want to see how alert he is. How he takes commands. We want him to know about the basic principles of our product, so he may feel he is rendering a real service to the feeder and to the dealer in selling him a product which has such high economic value. Those are the things we want him to get into his mind.

To render the best service to a farmer or a back-yard poultry raiser, the salesman must know his customer's troubles. He has two classes of customers who have troubles:

(1) The farmer.

(2) The merchant.

The farmer has troubles with reference to the care and feeding of his animals or poultry. The salesman must know something of these troubles before he can help the farmer solve them.

The merchant has his troubles with reference to advertising, overhead, costs, etc. We want to train him so he will be a better merchant. We want to train his employees so they will know why Purina Chow is better. We want him to be sold on the proposition. We want to teach him how to advertise merchandise; how to display his goods in his store. We want to figure costs with him. Figuring costs is a real service we can render to a dealer. If we have figures taken from dealers throughout the country under average conditions, we can pass that information along to the dealer and he will be able to figure and know what it costs him to do business.

We also stress the importance of outside selling to the dealer. Most managers of retail feed

stores sit in the store and wait for the customer to come to them. We want our merchants to be merchants and not warehousemen. The warehouseman is the man who sits and waits for the customer. The merchant is the man who goes out and impresses upon the farmer the fact that his product is something the farmer should have.

WHAT THE MERCHANT SHOULD KNOW

We want the merchant to know something of turnover. Some commodities can be turned over four or five times in a year. Many and many Purina Chow dealers say they turn over their capital from twenty to twenty-five times. We show the merchant how he can turn over his capital more frequently by pushing our product. We drive home those thoughts, through our salesmen.

Those are the points we stress when training our salesmen in St. Louis. It is impossible to cover this training in two weeks. All we do is set up the framework and when the salesman gets out in the field he puts in the brick, mortar, plaster and the interior decorations. I will describe this work, briefly:

Whenever a salesman leaves our training school, if he is a demonstrator he is immediately sent to work with some older demonstrator who is out in the field and is making good, and he stays with this older man until he is ready to make good. A demonstrator is sent to a town. He must call from house to house on every person who has a horse, hog, cow or poultry in that county. We check the number of calls he makes and the number of sales the dealer makes. We also, from time to time have a specialty man from our office work with him. He does that type of work possibly six months, eighteen months or two years and then he is ready for a junior sales position.

We have a correspondence course which we give demonstrators and salesmen up to the district supervisor. They must

Do you know more than?

We offer you an experienced service
that has been gained in serving the leaders
of American industry

Automobiles

- Chandler
- Jordan
- Packard
- Peerless
- Winton
- Graham Brothers Trucks

Automobile Accessories

- Westinghouse Batteries
- Firestone Rims
- Firestone Tires
- Miller Tires
- Pennsylvania Tires
- Oldfield Tires
- T-N-T Piston Rings
- Westinghouse Air-springs

Electrical Appliances

- National Mazda Lamps
- Duplexalite Fixtures
- Westinghouse Electric
- Stromberg-Carlson

Building and Construction

- Mariou Steam Shovels
- Consolidated-Expanded
- Metal Co.
- Pittsburg Water Heaters

Machinery and Industrial Equipment

- Brown Hoist
- Cletrac Industrial Tractors
- The Lanston Monotype Co.
- McKinney Trucks
- The Parkersburg Rig & Reel Co.
- Timken Roller Bearings

Farm Equipment

- The Delco Light Co.
- Goulds Pumps

Paints—Oils and Chemicals

- Ripolin
- G. F. Technical Paints
- The Glidden Co.
- Pittsburgh Plate Glass

Hardware, Tools, etc.

- Herbrand Tools
- Cleveland Twist Drills
- McKinney Hardware
- Osborn Brushes

Office and Store Equipment

- Art Metal Steel Furniture
- Autocall
- Toledo Metal Furniture
- Todd Protectograph
- Wales Adding Machines

Household Fixtures and Furnishings

- Columbia Window Shades
- Congoleum
- Griswold Cooking Utensils
- Macbeth Glass Ware
- The Michigan Stove Co.
- New Process Stoves
- The Plate Glass Mfrs
- Reliable Stoves
- Reznor Gas Heaters



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Are these men about SELLING MARKETING ADVERTISING?

I commend you for the interesting style in which *Promoting Sales* is written, as well as for the clear and worth while ideas expressed.

THE AMERICAN ROLLING MILLS COMPANY
G. F. Ahlbrandt
General Manager of Sales

I read *Promoting Sales* carefully and must say it contains some excellent matter; especially are your interpretations of the various channels of distribution clear and necessary.

LYON AND HEALY
A. B. O'Connor
Sales Promotion Manager

I have read *Promoting Sales* with deep interest. It is an exceedingly well written statement of the main problems of distributing merchandise. I feel sure it will be found very useful to all who read it.

RETAIL RESEARCH ASSOCIATION
Paul H. Nystrom
Director

Promoting Sales has been received and read from cover to cover. It gives more valuable information, in the smallest amount of space, than I have ever had the pleasure of reading any place before.

LUTHER GRINDER MFG. CO.
Van B. Hooper
Sales Manager

You have made a contribution to the literature of marketing that is deserving of wide circulation. It should find a welcome in the sales department of many companies.

NEW YORK UNIVERSITY
G. B. Hotchkiss
Head of the Department of Advertising and Marketing

You have succeeded in compressing a great deal of good stuff into this little book.

GENERAL MOTORS EXPORT COMPANY
L. H. Kurtz
Advertising Manager

This book will be sent to you free if you are an executive of an established business and are responsible for building sales

The Corday & Gross Co.
EFFECTIVE DIRECT ADVERTISING
CLEVELAND

New York Office on Fifth Avenue Building

Aug. 2, 1923

New England Farmers Are Not Worrying

New England Not Alarmed

There is nothing but harm in the alarmist forecasts such as emanated from the political wiseacres at Washington last week with their bearish effects on produce markets. If wheat and corn are to be somewhat cheaper in the western grain belt, it means cheaper grain, feed and flour for the more than two-thirds of American farmers who have to buy these commodities.

Agriculture isn't going to the dogs with such a proportion of its business placed in a position of securing supplies to better advantage. Losses in one instance will be offset by gains elsewhere. Even the wheat and corn farmers will find a way out some

how and will probably profit from the experience. At no time in the history of American agriculture has there been so much encouragement toward orderly marketing as now. Right methods of standardization

grading, warehousing, financing and distribution are going to place our farmers in a better position than when they played entirely on the one string of production.

Right here in New England our farmers can face the future with confidence. With lower prices for grains and feeds, of which they buy so much, with good markets reached by short hauls, with associated efforts in purchase and sales growing like a house afire, we deplore those reports of alarmists and calamity howlers. Let's go after more business, more efficiently rather than wasting time and effort trying to drive it away from us. Our bet is that New England farmers are going to be very much on the map for the next year or more.

The New England farm market is stable and dependable.

The *one* farm paper devoted exclusively to New England and covering New England thoroughly, is—

NEW ENGLAND HOMESTEAD

WARREN A. PRIEST, Advertising Manager

PHELPS PUBLISHING COMPANY, Publishers
Springfield, Mass.



Member
Audit Bureau of Circulations
NEW YORK: 456 Fourth Ave.
E. B. WILLIAMS

Member
Agricultural Publishers Association
CHICAGO: 5 South Wabash Ave.
J. LEWIS DRAPER

take this course and pass a satisfactory examination.

We also have a sales manual which we change from year to year, adding new things to it. A salesman has continuously to read this sales manual as long as he stays with the Ralston company.

We also have for our salesmen a weekly house-organ, called the "Purinagraph." If a man makes a good sale, we put in this publication the outstanding things, the outstanding points of that sale and it is passed on to the other salesmen throughout the country. We illustrate it with cartoons.

Then we have our educational bulletins. The reason we use pictures in our bulletins is because some psychologist said the eye is twenty-two times more effective than the ear in getting a story across.

We also send the salesman farm publications we want him to read. We supplement that with United States Government agricultural bulletins.

Every man must read the bulletin of each department; for instance, the poultry department has a book containing everything a poultry dealer needs to know. The salesman must read this from cover to cover and know everything that is in it. This information teaches him how to sell his commodity.

These men also have experts to work with them. The division sales managers work with them, from time to time, out in the territory, and the district supervisors try to give the men every phase of selling they are going to need to make a success.

Our training consists of two distinct steps:

1. We use charts profusely, standard size charts, all through our training course. These make an impression and teach the salesman how to apply the information he acquires.

2. Any man will make pretty good in a written examination, but won't do so well in talking. So we let him do some talking.

The first two days, Monday and Tuesday, we go into company

policies. Then we go into some of the general subjects of animal nutrition. Then we give an examination.

Wednesday and Thursday we give information on dairy lines. We even have a picture of the stomach of a cow with a fellow standing up looking in and telling what he sees.

On Friday we give information about the fattening chows.

Saturday and Monday we deal with horse and mule feeds.

On Thursday, of the second week, we have advertising.

On Friday we have the Purina plan of working a territory and selling to the dealer. We teach the salesman how to analyze his territory; to know the number of dealers in his territory.

During the course, the men are taken through our plant. They can see the grains being pressed; they see the driers; they see the chows being made; they see all the raw materials and they see the finished products. Thus, they acquire some knowledge of the plant.

We also have a chemical research laboratory and a biological laboratory.

At luncheon, we have different executives make short talks.

We pay these men during that study period, so we can require strenuous study. In this way we keep up a very fine morale.

We have spring conferences, when we bring our men home.

At fall conventions, at St. Louis, we review old selling points and give new ones.

Then we have conventions for dealers.

So about three times during the year, the men are brought together to continue their training.

Pacific Coast Campaign for Almond Products

A campaign to advertise Blossom Brand almond butter and salted almonds will be started immediately by the California Almond Packers, Inc., Sacramento, Cal. Pacific Coast papers will be used.

The account has been placed with the MacGibbon Advertising Service Company, Oakland, Cal.

Honolulu's Chinatown Turns to Advertising

American Manufacturers Will Find Their Path Easier in Honolulu
Because of Chinatown's Conversion to Advertising

By Owen Atkinson

HONOLULU'S Chinatown is not the district of Oriental romance, slinking figures in dark alleys and riotous tong wars so well known to readers of Limehouse Nights and other gory pictures of Celestial mysticism.

In "The Paradise of the Pacific" you will find a region of well-lighted streets, clean shop windows and smiling faces if you follow the invitations extended to you through the advertising columns of the daily papers and "Visit the Chinese Bazaar."

Eighty-five per cent of the retail stores of Honolulu are conducted by Orientals. About half of these are Chinese, the remainder Japanese. This does not mean, however, that a majority of the retail business is done by the Oriental. The shops are all small and most of them are located in a district that does not invite trade. They have in the past catered to the Hawaiian, Chinese, Japanese, Korean, Filipino, Porto Rican and all the mixtures and varieties of races that make Honolulu the most cosmopolitan port in the world.

Now the Oriental, and especially the Chinese, is casting jealous eyes on "haole" or white business. With the rapid increase of the tourist trade and the growth of Honolulu's white population, they realize that a large and fertile field lies ahead for the business that can secure a part of this very profitable trade for themselves.

This fact has been impressed on the older generation of merchants by the young people of Chinatown. The Chinese have made money in Honolulu—plenty of it, and their sons and daughters go to the best schools both in the Territory and on the mainland. Imagine, if you can, the return of the typical American son and

flapper daughter, fresh from the universities and schools of the East, to the small, smelly shop of their father! What renovation of interiors and rechecking of stock takes place. The old father, protesting loudly that the shop has provided for himself and family for thirty years and that no change is necessary, is crowded into the rear room to grumble over his eternal cup of tea, and the new generation, with a joyous whoop, takes over the business.

WHEN THE LIGHT BEGAN TO BREAK

The old name of Kwong Lung Chong, Ltd., Dry Goods, is changed to "The Honolulu Oriental Bazaar." The windows are cleaned for the first time in ten years and, at the next visit of the advertising man, who has been a persistent but hopeless caller for the last year, things begin to hum.

The Chinese merchants of Honolulu fast began to realize that not only could the "haole" trade be secured with the aid of newspaper advertising, but that their old customers could also read. At first, sale followed sale. The "Grand Clearance" followed immediately after the "Grand Opening Sale." Prices were reduced and trade hummed. New business poured into the shop and new goods were ordered in order to meet the increasing business. The idea of advertising spread like an epidemic. Here was a mysterious invention of the white man's papers that brought customers flocking into the shop as never before. Then something happened—the glaring notice of "Tremendous Reductions" and "Extra Special Sales" failed to bring in the business. The cry of "Wolf, wolf," had been sounded too often. The people no longer believed in the temptingly worded

What Channing Pollock

Author of "The Fool"

thinks of

THEATRE MAGAZINE



I don't see how anyone can talk intelligently without a full knowledge of what is happening on our stage, and I don't see how anyone can have that knowledge without reading the THEATRE MAGAZINE.

Earnestly yours,
CHANNING POLLOCK.

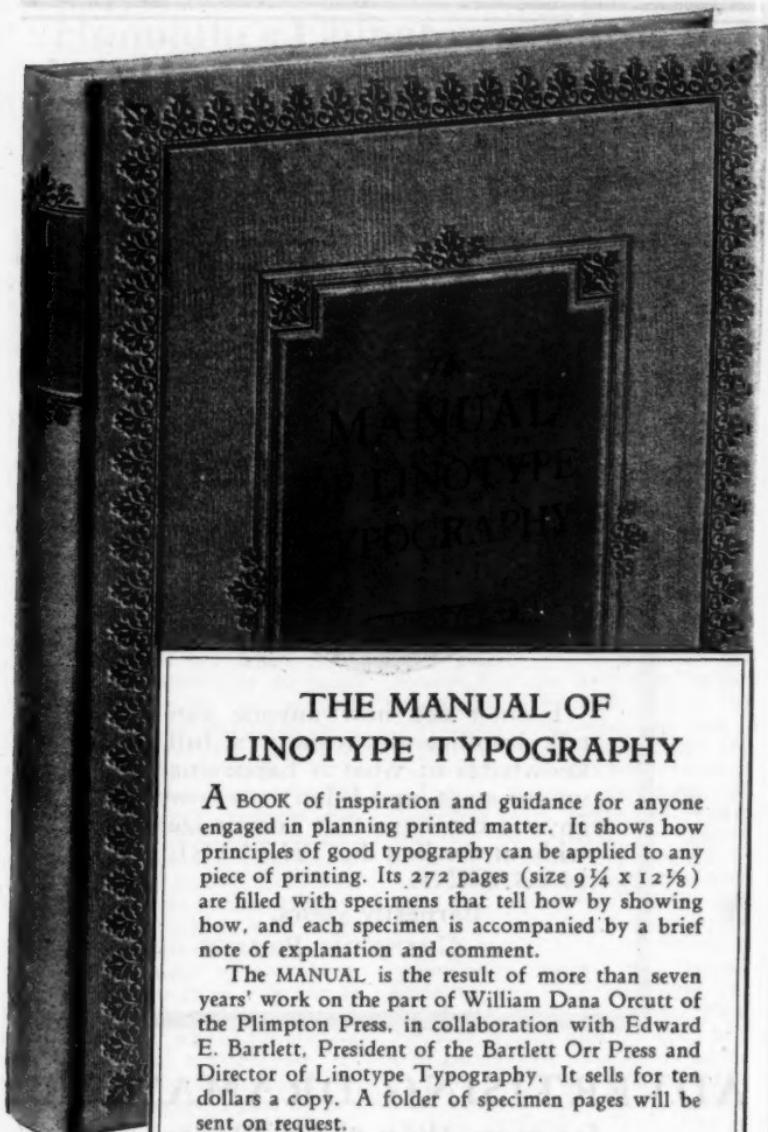
ADVERTISING DRAMATIZED

for more than 60,000 Players
and Playgoers every month

Forms Close 25th Second Month Preceding

Theatre Magazine Co., 2 W. 45 St., N. Y. C.
Publishers—LOUIS AND PAUL MEYER

Aug. 2, 1923



THE MANUAL OF LINOTYPE TYPOGRAPHY

A BOOK of inspiration and guidance for anyone engaged in planning printed matter. It shows how principles of good typography can be applied to any piece of printing. Its 272 pages (size 9 1/4 x 12 1/8) are filled with specimens that tell how by showing how, and each specimen is accompanied by a brief note of explanation and comment.

The MANUAL is the result of more than seven years' work on the part of William Dana Orcutt of the Plimpton Press, in collaboration with Edward E. Bartlett, President of the Bartlett Orr Press and Director of Linotype Typography. It sells for ten dollars a copy. A folder of specimen pages will be sent on request.

Address the Nearest Agency

MERGENTHALER LINOTYPE COMPANY
29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO 646 Sacramento St.	CHICAGO 1100 S. Wabash Ave.	NEW ORLEANS 549 Baronne St.
Canadian Linotype Ltd., 119 Adelaide St. W., TORONTO		

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offers to part with the "Entire Stock at Half Price." Some of the Chinese quit in disgust, business continued to fall off. Others, wiser and more experienced, felt that the power of advertising was still there but that something had gone wrong. They studied the question with the help of local advertising men and finally decided that the sales had simply been overdone. Too many sales and reductions had weakened the public's confidence in the sincerity of the Oriental advertising. It became more and more difficult to draw trade from the main streets and shopping districts.

The clear-thinking business men of Chinatown saw what must be done and settled down to it with a will. The curio and antique shops began to emphasize the genuineness of their products. The grocery stores included well-advertised brands of merchandise in their weekly market suggestions, the dry-goods stores talked about the serviceability and quality of their merchandise and not about the reduced price. It was hard work for the advertising man. Some merchants wanted to give the whole thing up and go back to their previous hidden seclusion. Those who had large stocks of merchandise were desperate and wanted to slash prices and sell the whole stock at a loss.

Business began to pick up again. The trade slowly came back to see the genuine Ming vase and to inspect the new shipment of Pongee silk from Canton. The stores were kept open and clean and the streets lighted with strings of electric lights strung from store front to store front. Every effort to eliminate the idea that shopping in Chinatown was in the nature of an adventure and a slumming trip was inaugurated and the merchants secured as clerks Chinese boys and girls from the schools and colleges. No pigeon English was spoken here. You discussed the merits of a string of antique amber with a bright-faced Chinese boy who spoke as good English as you did. A pleasant-faced girl led you to the display of camel's-hair rugs in

Economical Merchandising

MOST manufacturers who advertise sectionally or nationally have learned that economical merchandising must be based upon the study of individual markets and the selling opportunities which each one offers.

They have also learned that newspaper advertising is the accepted medium for cultivating successfully these markets. On every hand there is sound economic reason for the steady growth in the number of national newspaper advertisers.

Boston Globe

Baltimore Sun

New York Times

Minneapolis Tribune

San Francisco Bulletin

St. Louis Globe-Democrat

Philadelphia Public Ledger

Des Moines Register and Tribune

Information regarding these trade centers will be gladly furnished by the advertising departments of these papers, or

GUY S. OSBORN

Incorporated

Western Manager

CHICAGO

1302 Tribune Bldg.

DETROIT ST. LOUIS
701 Ford Bldg. 401 Globe-Democrat Bldg.

Mark Twain Wrote:-

"The man who invented the cuckoo clock is dead. This is old news, but good."

A space buyer who is using a 1922 newspaper list is about 15 months behind the times. Utica's two afternoon papers were consolidated in May of last year. This is old news to most of you, but the other day we discovered an agency man who didn't know it. Daily circulation is around 38,000.

Please ask us for our booklet on Utica and the Heart of the Empire State.

UTICA OBSERVER-DISPATCH

*Member Empire State Group
Each the Leader in Its Field*

J. P. MCKINNEY & SON

New York

Chicago

Los Angeles

the rear and not only gave you the history of each rug but suggested that this color went particularly well with blue interiors or that this one would hang well on a southern lanai.

Advertising in Honolulu's Chinatown now is just as serious as for the bigger department stores in the main shopping districts. Campaigns are planned to secure Christmas trade. Direct mail is considered in proportion to newspaper space as a medium of trade development. The new generation of Chinese have conquered. Every day sees new names signed to advertisements in the papers. The formula for success is being passed along and one by one the old, wrinkled, cautious Orientals that used to sit all day on little stools and smoke long-stemmed pipes, are disappearing and in their places appear clean-collared young men speaking perfect English and eager to learn modern business methods and willing to try the advertising man's suggestion for securing more of the precious "haole" trade and placing the shop on a real American basis.

Every day in the windows of the Oriental stores appear advertised goods from the mainland, for the merchants there have learned the lesson of advertising and its value to their business. The great rising tide of American boys and girls of the Oriental quarter read the magazines and newspapers of today and are willing to profit by the advertising of others as well as to seek the profit in advertising for themselves.

Sehl Agency Has National Transformer Account

The National Transformer Company of Chicago has appointed the Sehl Advertising Agency, Chicago, as its advertising and merchandising counsel. Radio publications and newspapers will be used for this account at first, to be followed by schedules in general magazines and farm papers.

Rose-Martin, Inc., Appoints W. H. Todd

W. H. Todd has become copy manager of Rose-Martin, Inc., New York advertising agency. He was formerly with Lord & Thomas and Sherman & Lebar, Inc.

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INFLUENCING CONSUMERS OF ADVERTISING

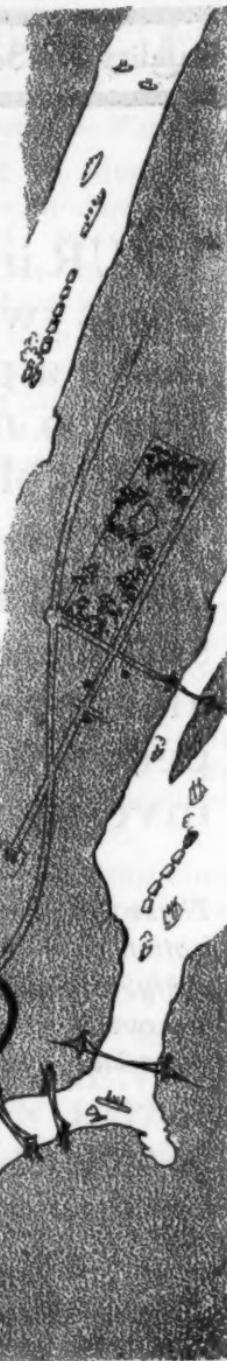
On the fifth floor of an old building on a little street in downtown New York, advertising campaigns are developed which are directly influencing the activities of consumers of advertising—readers of the printed word—the world over.

The advertising possibilities of your business, not the size of your appropriation, are of first importance to us.

EDWIN BIRD WILSON
INCORPORATED



9 Hanover Street
just off Wall
NEW YORK CITY



Quality and Service Have a Larger Meaning Here



OUR interest in your printing is twofold; we expect to make a profit, of course; we aim to make our printing profitable *for you*.

When we assert that we can do both and still give prompt service with high quality, at an appreciable saving in expenditure, that is worthy of investigation.

These things make it possible: a proficient organization built in twelve years of intensive effort; every mechanical device for saving labor; the low overhead of a large plant; purchase of paper in carload lots and other supplies accordingly.

NATIONAL CAPITAL PRESS
1210 - 1212 D STREET N.W. WASHINGTON, D.C.

NOT TOO LARGE TO DO A SMALL JOB WELL

Undertakers Use Advertising to Change Name

Undertakers throughout the Country, Organized as the National Selected Morticians, Would Change Public Opinion as to Cost by Giving a Standard Service with Charge Based on Furnishings Chosen

FUNERAL directors of the nation, or rather a few of them, have banded together, determined to educate the public to the use of the word "mortician" as a step toward the professional status enjoyed by the physician and the optician. Advertising was agreed upon as the means of accomplishing this end.

Their organization, the National Selected Morticians, at Des Moines, Ia., came into existence about six years ago, when nine funeral directors met to discuss ways and means to elevate the standards of their lifework. The present roster, though national in scope, has less than two hundred names, for the reason that membership is restricted to one member in each community and that by invitation only. The association, according to a pamphlet entitled "Aims and Ideals," so aims, by interchange of experiences and scientific developments, that the efficiency of its members will make it unnecessary that there should be more than 15,000 directors in the nation.

HOW PUBLIC INTEREST WAS CREATED

The current campaign made use of a direct-mail series to awaken public interest. The first step, Ralph H. Faxon, executive secretary, informs PRINTERS' INK, was the circularization of selected local lists all over the country.

"Time was when a rather contracted viewpoint somewhat limited the mental attitude of the public," read the letter's opening sentence. This angle was expanded; the organization's inception related, and the point made

"PUNCH"

"The foremost humorous journal of the World"

FOR the advertising of high-class Goods and Service to Britons at home and abroad there is no better medium than "PUNCH," but as the amount of advertising carried in each issue is strictly limited, it is always necessary to book well ahead in order to secure space.

Each year "PUNCH" is fully booked up for many months in advance, and orders for many thousand dollars' worth of desirable advertising coming in at the busy times have to be declined for lack of space.

The reason for this most gratifying demand is not far to seek :

ADVERTISING IN "PUNCH" IS AN INVESTMENT— NOT AN EXPENSE

Rates and full particulars from:

MARION JEAN LYON
Advertisement Manager "PUNCH"
10 Bouverie Street, London, E.C. 4
England



that only an association of this character with its high membership requirements could ever hope to accomplish the ideals and purposes sought.

After a short interval a little booklet, "The Development of a Purpose," was sent out, briefly explaining the organization.

Next followed a larger and much more attractive booklet, entitled "The Realization of an Ideal." The ground covered in the other booklets was repeated in more detail. A record of accomplishment and a list of members was also included.

Then newspaper advertising commenced, opening simultaneously in the local newspapers of all the cities having members. This advertising, with insertions appearing weekly, is to continue throughout the year. The copy, says Mr. Faxon, makes a progressive appeal for public recognition of the integrity and service of, first, the organization, and second, the local member. The rela-

tion of the profession to the public has been outlined in this advertising; the aspirations of the organization, and a brief history given of professional standardization.

Service is particularly stressed though in this respect an effort is being made to eradicate the public impression that great expense is connected with the service of a mortician. The public is to be made to feel that the cost is determined by the requirements and furnishings desired, but that skill, technical training and attention to detail are of a definite unvarying standard.

Patronage, because of public confidence that the dead will receive respectful treatment at capable hands, is the ultimate goal. Most of the copy is run over the name of the local member, but each advertisement usually carries the emblem of the organization—a pyramid—with the words across it: "Member—National Selected Morticians—By Invitation."

ALL AROUND THE CLOCK SERVICE MORNING—EVENING—SUNDAY



SAN ANTONIO EXPRESS SAN ANTONIO SUNDAY EXPRESS SAN ANTONIO EVENING NEWS

6 Months Advertising Records Show a Gain Over First 6 Months Period of 1922

GAINS In Local Advertising In National Advertising

Analysis of THE EXPRESS and THE NEWS Circulation

Carriers	27,793	Country	22,539
Newboys	9,553	Total Daily	30,185
Total City	37,646	Sunday	54,394

Publisher's Statement, 3 Months Ended March 31, 1923

San Antonio is now the thirty-seventh city in the United States. Largest Texas city. Government Bureau of Estimates places the population at 184,727 for July 1, 1923. Add to this the United States Army of 11,000 and 100,000 tourists entertained each year.

SAN ANTONIO EXPRESS and SAN ANTONIO EVENING NEWS made a great record in 1922. However, a greater record is being recorded for 1923. Here are the lineage figures for the FIRST SIX MONTHS—Morning, Evening and Sunday:

	Total	Local	National	Classified
1923	7,703,723	4,113,077	1,786,658	1,803,988
1922	7,636,633	4,034,541	1,681,824	1,920,268
Gain	67,000	78,536	104,834	Loss 116,280

THE JOHN BUDD COMPANY

National Advertising Representatives

9 East 37th Street NEW YORK	Tribune Building CHICAGO	Chemical Building ST. LOUIS	Healey Building ATLANTA
Examiner Building SAN FRANCISCO	Title Insurance Building LOS ANGELES	Securities Building SEATTLE	



An Accurate Measure of Advertising

ONE of the important departments of this Agency devotes its entire time to the analysis of the results of advertising.

This department furnishes definite facts. These facts guide us in the preparation of copy, the selection of media, the dates of insertion, the size of the space, and the buying of positions.

We are thus enabled to place a schedule with a high degree of certainty as to what expenditure will produce.

Our analysis department has definite information that is always interesting to advertisers who prefer proof to theory.

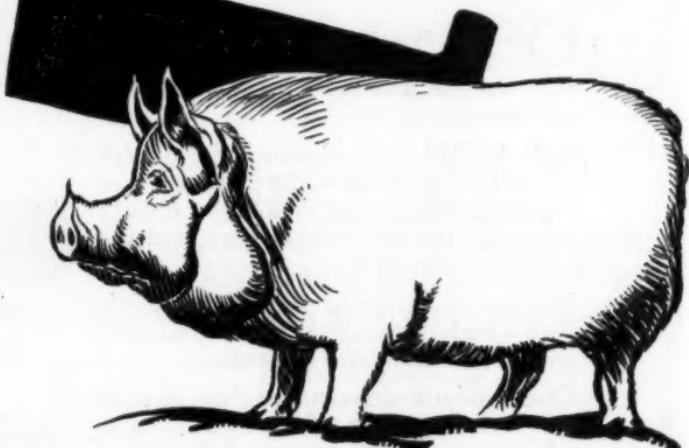
**The GEYER-DAYTON
ADVERTISING COMPANY**
Dayton

Aug. 2, 1923

Aug. 2

Sioux City 2nd, LARGEST HOG MARKET *in the WORLD*

In June, the Sioux City Hog Market was surpassed only by Chicago.



Another reason why the Sioux City field, "FIRST IN IOWA," is always included in every successful advertising campaign.

THE SIOUX CITY TRIBUNE

"More than a Newspaper"

Represented in the National Field by

WILLIAMS, LAWRENCE & CRESMER COMPANY
NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

In Sioux City it's the Territory

A Ruling on Use of "Rochester" in Clothes Advertising.

In orders recently issued by the Federal Trade Commission, two clothing manufacturers of New York City are directed to cease from using the word "Rochester" alone or in any combination of words on tags or labels on clothing manufactured in any place other than Rochester, N. Y., unless the actual place of manufacture is prominently indicated.

Samuel Blum, one of the respondents, according to the Commission's findings, uses the words "High Class Tailored Rochester Art Clothes" in connection with the advertisement and sale of clothing manufactured by him in New York City. The other respondent, Philip Moskowitz, trades under the name of "Rochester Clothing Company" and uses this name in his advertising material as well as on business stationery, although his clothing is also manufactured in New York City.

Such use of the word "Rochester," the Commission found, leads the trade and purchasing public into the belief that respondents' clothing is made in Rochester, N. Y., thereby trading on the generally recognized reputation of Rochester-made clothing, when, as a matter of fact, respondents' clothing is actually manufactured in New York City.

St. John, N. B., Newspapers Change Hands

The New Brunswick Publishing Company, Limited, of which J. D. McKenna is president, has taken over the St. John, N. B., *Journal*, the *Telegraph*, and the *Times-Star*. The last two mentioned are, respectively, morning and evening papers, formerly published under the same ownership. The *Journal*, a morning paper, has been combined with the *Telegraph*. The first issue of the *Telegraph-Journal* appeared July 16.

T. F. Diummie has been appointed business manager of these papers.

Represents "MacRae's Blue Book"

Raymond A. Holme has been appointed New York representative of "MacRae's Blue Book," Chicago. Mr. Holme was for the last four years publicity manager of The Superheater Company, New York, and was at one time advertising manager of the Industrial Bearings Division of the Hyatt Roller Bearing Company.

New Campaign for Wills-Sainte Claire Car

National magazines, newspapers, and business papers are to be used by Wills-Sainte Clair, Inc., Marysville, Mich., in a campaign to start shortly on the motor car of that name. The account is handled by The Power, Alexander & Jenkins Company, Inc., Detroit advertising agency.

THEY GO TOGETHER

FINE BUSINESS FILMS ARE USEFUL ONLY WHEN THEY ARE AT WORK.

FILM DISTRIBUTION IS PROFITABLE ONLY WHEN YOUR FILMS HAVE HAD THE NECESSARY KICK BUILT INTO THEM.

WE SPECIALIZE IN BOTH AND OUR CLIENTS FIND THAT THERE IS A DISTINCT ADVANTAGE IN HAVING THE COMPLETE SERVICE IN OUR HANDS.

BOSWORTH, DEFRENES & FELTON
PRODUCERS AND DISTRIBUTORS
WILKES-BARRE, PA.

The Billboard Weekly

AMERICA'S FOREMOST THEATRICAL DIGEST

THE ACTOR'S personal appearance is vital.

Yet he has many demands upon his purse, which is always a slender one until he "has arrived."

One of his early problems is how to dress smartly yet economically.

The Billboard, through its advertising pages, aims to help the actor solve this problem.

Member A. B. C.

NEW YORK
1493 BWAY. BRYANT 8470.
CHICAGO | **CINCINNATI**
35 SO. DEARBORN | 25 OPERA PL.

Aug. 2, 1923

Aug. 2,

We Need a Man

for layout, typography and visualization for a variety of nationally advertised products.

This man must see the bigness of simple things and consequently be able to see big things simply.

He must be willing and able to keep his ideas continuously sold.

The work is important and adequately paid.

We shall be very glad to hear from the man who understands these conditions. Address "P. C.," Box 42, care of Printers' Ink.

Makes Weather Man Supply the Copy Theme

Many advertisers make use of governmental bureaus and departments. Only a few, however, look to the Weather Bureau for selling and advertising ideas. The Chicago distributors of the Rickenbacker car, recently introducing the new Rickenbacker model, equipped with four wheel brakes, brought in the weather man as an aid to timely advertising. As soon as occasion presented, the Chicago distributors advertised that the Weather Bureau predicted rain for the day following the appearance of the copy. "When pavements are slippery after a rain is an ideal time for a demonstration in the New Rickenbacker with four wheel brakes," the copy said.

Remington Plans Fall Campaign

The Remington Arms Company, Inc., New York, has set aside October 15 to 20 as Remington Sportsmen's Week. Dealers are being urged to tie up with window displays during that period. Cash prizes and free display material are offered in this connection.

The advertising program from August to December, inclusive, calls for five large space insertions in each of 950 newspapers covering forty-four States; space in ten farm journals, nine sportsmen and outdoor magazines, and full pages in a national weekly.

Spokane Advertising Club Elects Officers

A. W. Burch was chosen president of the Spokane Advertising Club and E. R. Ennis, secretary, at a recent meeting of the executive committee of that organization.

At the recent annual election of the club, Thomas A. E. Lally was elected first vice-president; Opal Martin, second vice-president, and F. J. Robinson, treasurer. New members of the executive committee also elected include: Raymond P. Kelley, Joseph Bailey, Arthur W. Burch, E. R. Ennis and Frank Davies.

"Retail Ledger" Appointment

W. B. Weissblatt, since March 1, assistant publisher of the Philadelphia *Retail Ledger*, has assumed charge of the advertising department succeeding M. S. Knight, who has resigned as advertising manager. Mr. Weissblatt was formerly advertising manager of the *Daily News-Record*, New York, and more recently was with the McGraw-Hill Company, Inc., also of that city.

New Account for Prather-Allen

The Fries & Fries Company, Cincinnati manufacturing chemist, has placed its advertising account with the Prather-Allen Advertising Company, Inc., also of that city.

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Remember *this* when you buy paper!

FIGURED from every angle on which it is possible to make a test, Danish Bond comes very close to being the finest bond paper made. Yet it is by no means expensive!

In other words, when you buy Danish Bond you buy paper that is as fine as anyone could wish for, yet priced at a figure that any individual or business can afford to pay.

Is there any wisdom, then, in buying paper that is obviously cheap when you can get high quality paper at such relatively small cost? Doesn't cheap paper cost you more in prestige than you save in dollars?

DANISH BOND

ONE OF THE LINE OF PAPERS WATER-MARKED DANISH

Made in the hills of Berkshire County by the

B. D. Rising Paper Company



Housatonic, Massachusetts

Aug. 2, 1923

Federal

G. KENNETH MORGAN

For many years associated with
the Thomas Cusack Company

has joined

THE CHAMBERS AGENCY, INC. *Advertising*

NEW YORK AND NEW ORLEANS

as one of its Vice Presidents and a
Member of its Board of Directors
Mr. Morgan's Headquarters will
be in the City of New York

Located until September 1st
130 WEST 42ND STREET
THEREAFTER PARK-LEXINGTON BUILDING
247 PARK AVENUE



In New Orleans
MAISON BLANCHE BUILDING
Until October 1st
Thereafter The Chambers Agency Building

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Domestic or Imported?

Federal Trade Commission Acts to Prevent Substitution of One for the Other

By Chauncey P. Carter

A COMPLAINT recently issued by the Federal Trade Commission is that against the Canada Dry Ginger Ale, Inc., and the Canada Dry Sales Corporation, both New York State corporations, and involving the passing off of domestic ginger ale as and for ginger ale made in Canada.

It appears that during the first six months of 1922, the Canada Dry Sales Corporation imported and distributed in the United States ginger ale bottled in Canada by J. J. McLaughlin, Ltd., of Toronto. McLaughlin's label showed the words "Imported—Canada Dry Pale Ginger Ale" and its name and address with a background made up of a map of Canada.

In June, 1922, the Sales Corporation is alleged to have discontinued the sale of the imported product and substituted for it a domestic product made by the Canada Dry Ginger Ale, Inc., and labeled substantially the same as the McLaughlin product with the exception that the words "Canada Dry Ginger Ale Inc., New York, in Canada, J. J. McLaughlin, Ltd., Toronto, Edmonton" were substituted for the name and address of the McLaughlin firm as it appeared in the genuine labels affixed to the Canadian product.

The two New York corporations are, therefore, cited by the Commission for passing off domestic ginger ale as Canadian ginger ale and in particular as the ginger ale of J. J. McLaughlin, Ltd., of Canada. It does not appear from the complaint whether the change in the place of bottling and the marketing of the domestic product here in lieu of the Canadian product was done with the consent of the McLaughlin firm or not, although this would appear to be the case from the mention of McLaughlin on the domestic labels.

At any rate, it would appear that

in the opinion of the Commission it is of no moment whether or not the foreign proprietor consents to the substitution of a domestic-made article for one of foreign manufacture, inasmuch as the public may be deceived in either case.

This being the attitude of the Commission, one may wonder whether we shall not have a sequel to some of the cases recently decided by the Federal courts and involving foreign trade-marks that have acquired considerable repute in this country. For instance, in the Java rice powder case, the Supreme Court approved a transfer to a domestic corporation of the trade-mark and good-will here of the foreign company which had owned and marketed its own goods in this country for many years. While in that particular case the domestic corporation continues to purchase in bulk from the original owner the goods which it packs and markets here under the mark which it purchased, there is nothing in the opinion which would seem to prevent the domestic purchaser of the trade-mark rights from utilizing other sources of supply. In the event of this supply being cut off by blockade or for other reasons, would the domestic corporation have the right to pack powder of its own or other make under the brand that has been popularized at such great expense and over so long a period of time?

In fact, we have just this situation in the case of the enemy trade-marks that were seized by the Government and sold to domestic companies that are now utilizing them on domestic products. Under the circumstances, those firms that are marketing in this country domestic products under names originally applied to foreign products, may do well to make this plain to the trade and the public both in the label applied to the package and in advertisements.

Aug. 2, 1923

Aug. 2, 1923

Why McKesson & Robbins Use Local Jobbers

(Continued from page 6)

St. Louis was permitted to sell the same goods. This system has been adopted on many important lines and as a result, the national jobber finds it impossible on account of freights to sell these goods outside of his own local territory.

Beyond these and many other considerations that we could write about is the manifest fact that the local jobber has been grasping his opportunities and has learned many lessons from the national jobber. Most of the local jobbers started some twenty-five or fifty years ago as retail stores. They naturally developed with the retail instinct. I mean by the "retail instinct" that the retail merchant stays in his store and waits for business to come to him. Then he takes care of it when it comes. That instinct is and should be entirely different from the jobber's instinct. The correct "jobbing instinct" is to go out after and to get business and bring it home.

In the beginning, being at heart simply an overgrown retailer, the local jobber was a very poor salesman. On the other hand the national jobber in order to exist had to be a super-salesman. The local jobber was taking orders near home while the national jobber got his best business by salesmanship far away from home. One class of jobbers simply accepted business while the other class developed business.

Years ago the national jobbers acquired their very best salesmen from the local jobbers. The local jobber taught the salesman by hard knocks the rudiments of the business. The local salesman understood the psychology of the small town and Main Street. When one of these salesmen stood out as having unusual energy and intelligence he was snapped up by the national jobber, given the finishing touches in salesmanship,

and became a winner for this national jobber in his home territory. For years and years the main business of the local jobber was to give early-rising young men their kindergarten instructions and then turn them over to the national jobber for the post-graduate course in salesmanship. The national jobbers paid their salesmen on a profit-sharing basis. These salesmen lived in their own territories. They could make far more money than the salesmen of the local jobber. So it developed naturally that it was the ambition of every salesman for a local jobber to get a job with one of the big houses. As time passed, the local jobber has grown wise to this condition, and is paying his salesmen better. As the local jobber has carried a better line of goods, has given better service, has closed up his retail departments and has gotten away from his retail instincts, salesmen have found that it was to their interest to stay with the local jobber.

To sum up the entire matter, the local jobber has developed in selling ability. For these reasons we believe that as time passes the business will go more and more into the hands of the local jobbers. It is our belief that the national jobber is between two millstones. One of them is the development of the local jobber in ability to sell the smaller class of retail merchants while on the other hand certain manufacturers are going more and more direct to the larger class of retail merchants in the large cities. Therefore the largest and the smallest customer of the national jobber is being trimmed away from him. His battle is now to hold the business of the middle-class merchant.

The cost of doing business is naturally one of the most serious factors in a jobbing business. In recent years in large cities where the national jobbers have had their habitat, the cost of doing business has increased much more rapidly than in the smaller jobbing centres. Not only are business houses in the larger cities compelled to pay higher wages

ETHRIDGE

Pen drawings—here is a great opportunity for idealism, novelty technique, flowing beauty of the pen, where printing exigencies and poor paper make the halftone a hazard.

The charm of such pen pictures dates further back than Abbey and has reached a highly perfected degree of artistic merit today.



Have you had trouble with the printing qualities of your newspaper illustrations? Have your farm journal drawings lacked individuality? Are you eager for a "something new" which a competent artist can do with a pen and some ink? If so, you would do well to bring your problem to us.

NEW YORK
25 East 26th Street

CHICAGO
203 S. Dearborn Street

Aug. 2, 1923

Aug. 2, 1923

Classified Advertising in Los Angeles!

FOR the first six months of 1923—*January to June, inclusive*—The Los Angeles Examiner's gain in *Classified Ads* exceeded the *total gain* of ALL other Los Angeles papers combined.

Here are the figures:

Examiner's gain . . . 874,772 lines

2nd morning paper's gain . . .	407,228 lines
1st evening paper's gain	300,653 lines
2nd evening paper's gain	101,129 lines
3rd evening paper's loss	21,399 lines

**Examiner's Excess of gain
over all other papers**

65,762 lines

NOTE: All this on top of the greatest *Classified Ad* gains for the *past four years* of any newspaper in the world.

The logo for the Los Angeles Examiner features the word "Examiner" in a large, bold, serif font. Above it, "Los Angeles" is written in a smaller, bold, serif font. A decorative banner or scrollwork separates the two words. The banner contains the words "CHARACTER", "QUALITY", "INTEGRITY", and "DEPENDABILITY". Below the main text, there is a small emblem featuring a shield with a figure.

**FIRST in the WORLD in CLASSIFIED
AD GROWTH**

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but the hours of work in the large cities are much shorter. In the large places like New York, for instance, employees as a rule live at far-away points in the suburbs. It takes them a long time to get to business and this time in the end is deducted from their working hours. It is a common thing in New York for an employee to take an hour to get to business. In the smaller jobbing cities they get to work in fifteen minutes. An investigation of working hours in a number of the different leading lines indicates that in the local jobbing centres the employees work from one hour to two hours longer per day than they do in New York. Of course in a large city employees have more opportunities to get positions. Therefore the turnover in these large cities is far greater than it is in the small places. It costs a great deal of money to train employees and then lose them. In the smaller places there is not the same opportunity to get new positions and therefore employees have a much higher appreciation of their jobs and do not change as often as they do in the larger place.

All down the line the expense in large places is higher. In recent years drayage charges, especially in New York, have increased to a point until they are becoming almost prohibitive. The truckman in New York by his charges is rapidly killing the goose that lays the golden egg. It may surprise many merchants to know that drayage charges alone in New York on a number of lines are from 2 per cent to 3 per cent of the face of the invoice. One large merchant in New York recently told me that his drayage charges were greater than his cost of selling the goods. In fact a comparison of expense items in the large cities with the smaller jobbing centres will be found almost all to be in favor, from a standpoint of economy in distribution, of the smaller place.

Another handicap in doing business in the large cities is the congestion on the streets. In a

NEWSPAPER ADVERTISING ELECTROS

20% LIGHTER.

25% TO 50% LONGER RUNS.

STEREOS

20% LIGHTER—ACCURATELY
MADE.

SOMETHING NEW TO THE TRADE.

MATS

BEST PRODUCED.

PRICES RIGHT

SHELDON CO.

67 DAGGETT ST.

NEW HAVEN CONN.

SPECIALISTS IN
NATIONAL DISTRIBUTION
OF

NEWSPAPER ADV. PLATES AND

DEALERS' HELP SERVICE

N. Y. CITY OFFICE—38 PARK ROW

Display Sign SALESMEN in

ATLANTA	MEMPHIS
AKRON	MILWAUKEE
BIRMINGHAM	MINNEAPOLIS
DENVER	NEWARK, N. J.
DULUTH	NEW ORLEANS
FLORIDA	PEORIA
KANSAS CITY	TOLEDO

If you are an experienced salesman on high class Window and Counter Display Signs, you can make \$5000 a year and up selling our Photographic and Neograph Signs to best national advertisers.

Exclusive territory to men now producing. Give detailed experience in first letter for particulars and samples.

Other choice territories open for experienced salesmen.

Schaefer-Ross Company, Inc.
Rochester, N. Y.

*America's Largest Manufacturer
of Photographs for Advertisers*

Aug. 2, 1923

Aug. 2,

Sales Manager Wanted

This opening requires a man with all-round knowledge of and experience in the electric appliance merchandising field. He must be able to select, train and supervise road and resale men; create and carry through practical sales policies. We are looking for an enthusiastic, hard-working type of executive, not an office man. Prefer happily married man of steady personal habits and likeable personality. This position pays \$4,500 salary with a bonus that brings the yearly earnings to \$10,000 or better. The right man will be associated with a small crowd of first-class young men who have a fairly large business and a national standing as manufacturers. In applying send small photograph of self, together with synopsis of experience. A personal interview will be arranged. Applications considered confidential.

Address "R. D.," Box 44,
Care of Printers' Ink

"USE A PASTE THAT DOES NOT SHRINK, WARP OR CURL PAPER"

Fiat Rubber Cement

THE IDEAL MOUNTING FLUID
Used by the best agencies and artists
Odorless, Colorless, Stainless, Non-Warping, Transparent, Strong, Permanent, Dries Quickly, Spreads Smoothly, Remains Pliable, Non-Crystallizing, Peels Off Without Marks, Perfect for Press Make-Ready.

\$3.15 Per Gallon, Less 5%
making your net cost a can \$2.99, or Quart Can, \$1.20 net, delivered in Manhattan. Elsewhere, sent by express, express charges collect, (Parcel post shipment prohibited.)

FIAT SPECIALTIES CO.
526 West 139th St. New York

small place the trucks are seldom delayed. They make quick trips while in New York it is a common sight to see long lines of trucks loaded with merchandise stalled on our streets. To the economist such sights mean increased cost of doing business.

EFFICIENCY OF EMPLOYEES VARIES

Another factor, and an exceedingly important one, is that the efficiency of the average employee in the large city such as New York is not up to the efficiency of the employee in the smaller place. They do not accomplish as much work during the day. As a matter of fact the average run of the employees in our large cities are not so intelligent as they are in the smaller places. This seems like a very broad statement, but if one will study the conditions, it is soon apparent why this is true. In the first place in our large cities in recent years we have been flooded with a foreign population that only imperfectly knows our language. Time after time we find that clerks do not understand things because they do not clearly understand the words we use in instructing them or in telling them what to do. They are not quick in reading our language. These conditions are not true to the same extent in the smaller places, especially throughout the West. The percentage of recently arrived foreign population among the employees is not so great. They have been better assimilated. They live better and more normal lives in the smaller places and as a result they produce better and more satisfactory work.

What are the objections to selling direct to the local jobber? In answering this question frankly and fully there is danger of giving offense. We believe, however, that it is to the interest of the jobbers of the country in all lines to be told very frankly where they are weak. The local jobber—especially the head men in the business—must devote more time to salesmanship. This means that the heads of the business—the men of authority—must de-

San Francisco's
Dominant Evening Newspaper



**FIRST
IN DAILY (SIX DAY) DISPLAY
ADVERTISING**

THE SCORE

From January 1, 1923, to June 30, 1923

THE CALL	
LED 2nd Paper by.....	970,564 lines
THE CALL	
LED 3rd Paper by.....	1,190,566 lines
THE CALL	
LED 4th Paper by.....	1,210,706 lines
THE CALL	
LED 5th Paper by.....	1,754,598 lines

The Call Carried Almost as Much National Display Advertising as the Other Two Evening Papers Combined

(Score for First Six Months, 1923)

THE CALL.....	982,464 lines
The Bulletin.....	674,646 lines
The Daily News.....	335,446 lines

Shrewd local advertisers, who know conditions, regularly and continually show their preference for San Francisco's Dominant Evening Newspaper. Advertisers, when planning San Francisco campaigns, should be guided by the above facts.

**[OVER 24,000 GREATER CIRCULATION
THAN SECOND EVENING PAPER]**

REPRESENTATIVES

H. W. Moloney 604 Times Bldg., N. Y. City	G. Logan Payne Co. 6 N. Michigan Ave., Chicago
Karl J. Shull, 818 Homer Laughlin Bldg., Los Angeles, Cal.	

The Gill Engraving Co.

Believes That

it is more than ever able to render
an unusually thorough service to
its present and future clients

Since

the appointment of

ADOLPH O. GOODWIN

as advertising and
promotion manager.

Mr. Goodwin brings to the
Engraving Craft a knowledge of
publishing and advertising de-
mands which he gained through
wide experience in the periodical
and advertising field.

Mr. Goodwin's counsel and ser-
vices are immediately available to
our clients.

The Gill Engraving Co.

140 FIFTH AVENUE

NEW YORK CITY

vote more time, thought and care to their retail customers and to their salesmen. While buying of course is important, as a matter of fact too many of the head men of local jobbers devote too large a proportion of their time and thought simply to the buying end of the business. This part of the work may very safely be delegated to others. As far as the writer knows, there has never been any great business developed where the major portion of the brains of that business was devoted simply to buying goods. You can take a long list of the great industrial successes in this country and you will find that they have succeeded because the brains of these businesses have been devoted to selling and to selling combinations.

The local jobber is still far from 100 per cent in selling ability. The local jobber still suffers from his retail instincts. He still waits too much for the trade to come to him. While he has a wholesale sign over his door and is doing a wholesale business, he is still at heart and in his state of mind a retail merchant. When you call on him and talk about selling him a line of goods, here is what he will tell you: "All right. Go out and work up a business on your goods and when there is a demand I will stock them." He does not realize that if he is to dominate the business in his territory on his line he must work with the manufacturer in selling this manufacturer's goods in that territory.

Naturally if manufacturers who send their salesmen into a local territory must advertise and then just pass this business on a silver tray to the local jobber, when they look at the cost of selling the goods they will say to themselves: "If I must go to all this expense and trouble I might as well sell the retail trade direct at a higher price." It is the attitude of too many local jobbers that nothing should be expected of them, but to allow the manufacturer to ship them the goods, which are put on their shelves and then fold their hands

and wait for the orders to come. Too many local jobbers do not realize their own responsibility in helping move these goods. As a result of this condition, while many manufacturers are willing to allow the jobber simply to distribute their goods, the manufacturers realizing that they must sell the goods themselves, they in turn only allow the jobber a sufficient margin on their line barely to cover the cost of doing the business.

THE ANSWER AS EXPERIENCE GIVES IT

We have talked to many manufacturers on this subject, some with very wide experience, and they have said: "You cannot count on the local jobber to do anything but stock your goods. You must do the selling yourself. Therefore, why pay him an extra amount in the way of profits for work that he does not and will not do?" On the other hand, manufacturers who have arranged to give local jobbers a liberal profit on their goods and have then found in order to keep up their volume that they must spend large sums in advertising and for special salesmen to help these jobbers, have found that they are between the horns of a dilemma.

If they pay these jobbers the increased profits and also have to pay the cost of selling the goods themselves in order to make a fair profit, they must ask such high prices of the retail trade that these prices kill the sale of the goods. On the other hand, if they establish reasonable retail prices on their lines, then give the jobber a liberal discount and then pay all the expenses of selling themselves, they are awakened to the fact that there is no profit in the business. In other words, it is very apparent that if the local jobber expects the manufacturer to distribute his goods through him, he must reduce the manufacturer's costs by in a large measure taking on the responsibility of selling these goods through his own salesmen. This means that the local jobber must train his salesmen to be something more than mere order-takers, but the general complaint

N.U. MEDILL SCHOOL of JOURNALISM

Large faculty, all seasoned journalists as well as experienced instructors. Over half hold responsible positions on staffs of Chicago newspapers.

Frequent FREE Lectures during the year by eminent publicists from all branches of the profession.

Six Co-operating departments equipped to give broad background of knowledge afforded only by university association to those intensively studying in Medill School of Journalism.

PARTIAL LIST OF COURSES Check Those Which Interest You

- Newspaper Reporting and Writing.
- News Editing.
- Dramatic Criticism.
- Editorial Writing and Policy.
- Newspaper Management.
- Feature and Magazine Writing.
- Writing for Business.

Write for free bulletin giving full list of courses, lectures, etc. On your request please note the courses which particularly interest you.

Address H. F. HARRINGTON, Director
MEDILL SCHOOL OF JOURNALISM

NORTHWESTERN UNIVERSITY
425 Harris Hall Evanston, Ill.

BINDERS FOR PRINTERS' INK

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with Interlaken Book Cloth; lettered in gold.

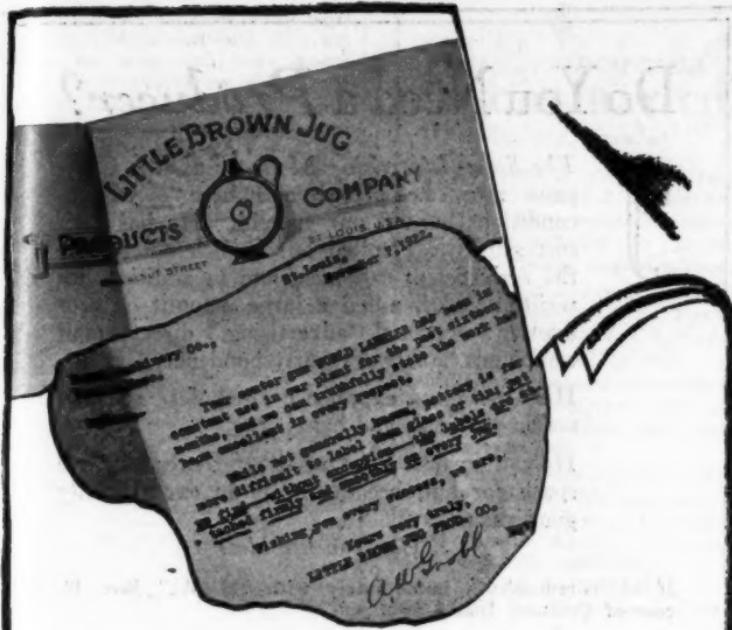
Printers' Ink Publishing Co.
185 Madison Ave. New York

today on the part of manufacturers is the fact that the local jobbers do not train real salesmen, but have in their place men going around like a grocery clerk, simply entering the daily needs on their order books.

There are, of course, all kinds of local jobbers. Some of them actually surprise us with their aggressiveness in selling goods. We learn a lot from these aggressive, intelligent jobbers. On the other hand, some of them make us very weary because they are so "small." We would hate to use the word "mean." In one case we shipped a certain local jobber a quantity of very expensive advertising matter. We prepaid the freight. In his next remittance he actually deducted \$1 for the drayage on this advertising matter from the station to his store. We happen to know that he used his own truck to deliver the goods to himself. When a manufacturer is sweating blood and spending a great deal of money trying to introduce his lines with the intense and earnest desire to work with and through the local jobber, this kind of shortsightedness and smallness is very discouraging.

Then, of course, there is the danger of that jobber who will take on your line and make you all kinds of promises, when in his heart he never expects to push your line. He is just taking it to keep it out of the hands of his competitor and, naturally, after a few months you find that your line is smothered in his hands. This of course may be considered smart by some, but in our opinion is simple, downright dishonesty.

All such experiences and more that we might write about may be encountered in selling direct to the jobbing trade but, after all is said and done, when both sides of the question have been weighed, we still believe that if the local jobber will pay more attention to selling and give more real co-operation to manufacturers in the distribution of their goods, there is a great future for him in



Difficult labeling well done!

*On a surface that is
counter sunk $\frac{3}{8}$ inches below edge*

WORLD LABELER

does it!!

Have you any product
to label?

We can do it.—

ECONOMIC MACHINERY CO.
71 Union Street, Worcester, Mass.
Bring Your Labeling Problems to Us



Aug. 2, 1923

Aug. 2, 1

Do You Need a *Producer*?

G*The Sales-Advertising Manager* of this Company must be placed elsewhere owing to conditions beyond our control. He has very successfully controlled our branch offices and the activities of salesmen, and in addition has written and handled a large amount of productive National advertising, direct mail campaigns and sales correspondence.

His previous experience includes railroad traffic problems and banking.

He can furnish substantial references, and we speak for him because he is an exceptionally good man.

Can you use him?

If so, communicate immediately with "M. A." Box 40, care of Printers' Ink.

Selling Household Sundries

Do you want a list of articles on the merchandising of household sundries that have recently appeared in the PRINTERS' INK Publications?

These articles cover the selling and advertising activities of concerns such as:

Alaska Freezer Co.
Skinner Mfg. Co.
Will & Baumer Candle Co.
The Warriner Mfg. Co.
Kirsch Mfg. Co.
Knape & Vogt Co.
American Steel Wool Co.
Basic Products Corp.
Benedict & Co.
Auto Vacuum Freezer Co.
E. T. Burrowes Co.

Kewanee Boiler Co.
Hammersley Mfg. Co.
Standard Oil Cloth Co.
W. H. & A. E. Magerison & Co.
Scott Paper Co.
Chas. W. Breneman Co., Inc.
Hough Shade Corp.
Otis Hidden Co.
Duban Shade Corp.
Stewart Hartshorn Co.
Hoffman-Corr Mfg. Co.

A few copies of this list, prepared by our Research Department, are now available. We will gladly send them to any executive who writes for it on his business stationery.

THE PRINTERS' INK PUBLICATIONS
185 Madison Avenue **New York**

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the scheme of distribution in this country, notwithstanding all the things we hear and have heard for the last generation about cutting out the jobber. In our opinion the jobber is a necessity, and we believe that through him goods can be more economically distributed in most lines than direct from the manufacturer to the retail trade.

Wholesale Grocer Trade-Marking His Products

The Joannes Brothers Company, importer, manufacturer and wholesale grocer, Green Bay, Wis., recently applied for registration of the trade-mark "Battleships," for use on baking powder, bluing, lye and laundry starch.

"We are at the present time having a number of our private brands registered with the Patent Office," H. V. Joannes tells PRINTERS' INK, "but are not contemplating anything additional in the way of advertising. Our leading brands we are advertising steadily, but not in a national way."

Other brands of this company include Martha Washington food products and Sunset Club coffee.

An Appreciation of "Printers' Ink's" Service

EDISON LAMP WORKS OF GENERAL ELECTRIC COMPANY

HARRISON, N. J., July 25, 1923.

Editor of Printers' Ink:

Thank you very much indeed for the bibliographies which reached us this morning. They are very complete and just what we wish to have.

The prompt service which you always give us whenever we need your assistance is most appreciated and is splendid advertising for PRINTERS' INK.

EDISON LAMP WORKS
OF GENERAL ELECTRIC COMPANY.

May Advertise "Re-Knu" Bran in Fall

Potter-Wrightington, Inc., of Boston, flour and cereals, has applied for registration of the trade-mark "Re-Knu" bran on which, with other specialties, an advertising campaign is contemplated in the fall. This company does no advertising on its food specialties during June, July and August.

B. F. McGuirl Leaves Potts-Turnbull Agency

B. F. McGuirl, who has been with the Kansas City office of The Potts-Turnbull Company, has resigned as vice-president of that agency.

↓ PUBLICITY DIRECTOR HUDSON'S BAY CO.

Winnipeg, Canada

—AVAILABLE for United States September 1, as advertising or sales executive, merchandiser, catalog or letter specialist, house organ editor.

—AGE 34, married. Born, Virginia; Scotch-Irish; Presbyterian; educated Chicago public schools and college.

—HIGHLY trained merchandising campaigner; lots of steam; imagination, tact and executive ability.

—Twelve successful years with Marshall Field, Montgomery-Ward, Butler Bros., Chicago Tribune and Agency. If you can place him, address

C. M. THOMAS
208 Main St., Winnipeg, Can.

↑ WANTED

Sales Manager

THIS man is wanted by an old established mill, weaving upholstery and drapery fabrics, table scarves, etc. Only high-grade men with demonstrated record of success considered. Should know, through personal experience, the problems involved in selling to department stores. This is an unusual opportunity for a man who can go out and personally sell as well as make other men send in the orders.

Write in detail—your correspondence will be considered confidential.

**Address "Special," Box 43,
Care of Printers' Ink**

We would like to hear also from men experienced in house-to-house selling and crew management.

Aug. 2, 1923

The author of what he hopes will be one of the fine novels of the year is looking for a job—no reasonable offer, etc. The author has tended sheep camp, punched cows, farmed for himself and others, done magazine and newspaper editorial work, served two years as treasurer of investment company, written circulars, advertising copy, sales letters, a book of reviews, a play, a preface—only to be hailed as a master of trenchant English by the Nation and denounced in Los Angeles as a poseur. The author was fired from Cornell, six years at school in Oxford, a year at the University of Munich—he reads French and German with a decent amount of pleasure. Against the advice of most of her friends, the author has decided to get married; and since, unfortunately, there is no such thing as the profession of novelist, he is anxious to, etc.

"G. G.," Box 30, care of Printers' Ink.

EVENING HERALD

Los Angeles, Cal.

Gains 20,347 Daily

Average Circulation

Sworn Government Statement, Six Months Ending March 31, 1923.....	166,300 daily
Six Months Ending Sept. 30, 1922.....	145,953 daily
Increase in Daily Average Circulation	20,347

It Covers the Field Completely

Representatives:

H. W. Melony, 604 Times Bldg., New York
G. Legan Payne Co., 401 Tower Bldg.,
6 No. Michigan Ave., Chicago
A. J. Morris Hill, 710 Hearst Bldg.,
San Francisco, Cal.

Proprietary Medicine
Manufacturers large and small all
read and rely on the trade paper
of their industry.

"Standard Remedies"
(440 South Dearborn, Chicago)

American Lumberman

Published in CHICAGO

Member
A. B. C.

**READ wherever
Lumber
is cut or sold.**

Equitable Advertising Service Started at New York

A new advertising business has been formed at New York under the name of the Equitable Advertising Service by W. G. Bellini, E. A. Lasky and L. Di Fant.

Mr. Bellini, is president; Mr. Lasky is vice-president and Mr. Di Fant is secretary and treasurer. Nathan G. Horwitt is promotion manager.

Capper Publications Advance Philip Zach

Philip Zach has been appointed to succeed Joseph Kunzmann as Eastern manager at New York of The Capper Farm Press, Topeka, Kan., effective September 1. For the last four years Mr. Zach has been with Mr. Kunzmann in the New York office as associate and in charge of New England territory.

New Accounts for Cincinnati Agency

The Cincinnati Cloak and Suit Company, manufacturer of "The Empress" garments, and The Piggly Wiggly Valley Company, Louisville, Ky., grocery chain, have placed their advertising accounts with The Henry B. Flarsheim Company, Cincinnati advertising agency.

Pacific Coast Druggist Plans Campaign

The Coffin-Reddington Company, San Francisco wholesale druggist, plans a campaign in Pacific Coast newspapers and business papers on its products. The account will be handled by Dolman & Hopkins, advertising agency of that city.

Potter Shoe Account with Ralph H. Jones Co.

The Potter Shoe Company, Cincinnati, has placed its advertising in the hands of The Ralph H. Jones Company, advertising agency of that city.

Dental Publication Appoints Western Manager

H. E. Warner, Chicago publishers' representative, has been appointed Western manager of *Dental Items of Interest*, Brooklyn.

ASSISTANT TO PUBLISHER

Publisher of successful trade papers wants young man with publishing or advertising experience to take some of the details off his hands. Must have a good education, some ability as a correspondent and essay writer and must know how to organize his time and efforts. The most important essential, however, is the capacity for growth. Write fully giving age, education, experience, religion, nationality or extraction and salary required. Include photograph if possible which will be returned. "W. G." Box 47, P. I.

Aug. 2, 1923

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OPPORTUNITY KNOCKS FOR SOME MANUFACTURER

An Open Letter to the Readers of PRINTERS' INK.

Sirs:

I am looking for a firm to develop the American market for three small devices, which are needed in every home, office and store.

They have already been submitted for criticism to several authorities of the highest standing. The unanimous opinion is that their salability is worthy of the very best efforts of any concern that has the facilities for handling them successfully.

The firm I am looking for must have a reputation for unquestioned integrity, the requisite experience and facilities, the vision to recognize the possibilities in the development of small things of universal usefulness, a keen appreciation of the advantages to be gained by a policy of active cooperation with an efficient advertising agency and they must be able and willing, at an opportune time, to make ample appropriation for an energetic national campaign. To such a firm I am prepared to turn over on a Royalty basis my American and, if desired, the Canadian rights in these devices which, if properly marketed, present an opportunity such as seldom occurs.

One of these devices will be sold, frequently in very large quantities, to calendar manufacturers, lithographers, printers, national and local advertisers. The other two will be sold through stationery, hardware, art, photographic and 5 and 10c stores. They possess such outstanding merit and are so totally different from anything at present in use for the same purposes that, if marketed by a firm in a position to get national distribution quickly, they should be an immediate success.

One of the articles is made of metal, while the other two are of metal and paper combined. A manufacturer well known to everyone who reads this would be glad to make the paper parts.

A trade-mark has been applied for which is entirely unlike anything in use. It instantly suggests the function of the devices and from an advertising standpoint has wonderful possibilities.

I shall be glad to give to any firm, of the type outlined, the fullest information, knowing how convincing a personal presentation of these devices would be, would welcome an opportunity of submitting them to any such firm, and discussing with them a proposition which should lead to mutually very profitable and pleasant business relationship.

Yours very truly,

Advertiser, Box 46, care of PRINTERS' INK.

Aug. 2, 1923

Aug. 2, 1923

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
 Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Illinois Merchants Bank Building, DOUGLAS TAYLOR, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building, M. C. MOGENSEN, Manager.

Canadian Office: Lumden Bldg., Toronto, H. M. RANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line, Minimum order \$2.75.

JOHN IRVING ROMER, Editor

ROBERT W. PALMER, Managing Editor

JOHN ALLEN MURPHY, Associate Editor

ROY DICKINSON, Associate Editor

ALBERT E. HAASE, News Editor

EDITORIAL STAFF

C. B. Larabee	Bernard A. Grimes
E. B. Weiss	August Belden
Ralph Rockafellow	
Chicago: G. A. Nichols	D. M. Hubbard
London: Thomas Russell	

NEW YORK, AUGUST 2, 1923

Senator Borah on Marketing

Senator from Idaho, wrote a letter to the New York *World* in which he said that marketing is a job for experts. He said:

Marketing is the work of practical experts—those who have the time and the means and the ability to study and master the markets. You cannot market without knowing what the market demand is, what amount the market will absorb—in other words, the time and the place for selling.

While the farmer is an individualist and will remain an individualist as a producer, nevertheless marketing is a group problem. The farmer must find some way in which he can take the crops from individual production through the group problem, such as financing and marketing. This requires expert knowledge and expert men.

Of course, anyone who knows anything at all about the subject of marketing farm products must find himself in absolute ac-

cord with Senator Borah. President Harding, on his Western trip at one of his stops in Idaho said that it was necessary for the American people to do something to reduce the cost of living. He suggested in this respect, more consumer co-operation.

We believe in consumer co-operation. In many respects it is worked out to the advantage of all parties concerned, particularly in such ventures as building and loan societies. Generally speaking, however, the fact that consumers co-operate in their buying or in other activities will not reduce the cost of the thing they buy to any appreciable extent. The reason for this is that the cause of the high cost of products usually occurs in the process of distribution before the consumer begins to buy. Co-operative stores have been successful at many points, particularly abroad, but the saving that they effect is after all trifling. The big leaks in distribution take place before the goods get to the store. That is why co-operation among producers is more important than co-operation among consumers.

Mr. Borah is therefore on the right track. Agricultural marketing co-operation is not a panacea in itself. The reason co-operation has been successful in recent years among farmers is that it enables them to market their products more scientifically; particularly it enables them to penetrate their markets more directly, eliminating useless middlemen. Co-operation of this kind is bound to make great strides in the future. The farmers are doing now only what manufacturers long ago learned to do. The tendency during the last quarter of a century, since advertising took hold, is toward the more direct marketing of manufactured goods. The number of middlemen involved in marketing is becoming less. The more directly a producer reaches his market, using only such channels of distribution as are necessary, and controlling the consumption of the product through advertising, the cheaper his cost of selling is bound to be.

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**Advertiser
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We, therefore, may look for a greater reduction in the cost of living as a result of co-operation among producers than we can from consumer co-operation.

**Advertisers,
Berry Pickers
and
Humming
Birds**

In an article in *Collier's*, Fred C. Kelly says that Frank B. Gilbreth, the consulting engineer, once made a motion-picture study of berry pickers at work. The study revealed that the pickers lost time not in the actual process of picking and conveying the berry to the bucket, but in deciding which berry to pick.

Anyone who has ever picked fruit will know how true Mr. Gilbreth's analysis is. It is the same in washing dishes, dictating letters, picking up a box of spilled matches or anything else. We waste more time in deciding what to do than it takes actually to do the work.

We are impressed with the waste of indecision every time that we watch a humming bird taking luncheon. He flits from blossom to blossom, pausing hardly at all at each stop. In the course of a minute, he will have sampled at least a dozen blossoms on as many different plants. What satisfaction the humming bird gets out of picking at his table d'hôte in this superficial way, we do not know. But we do know that while the humming bird is sampling the bill of fare, the bee in the meantime sticks to a single blossom and sips the nectar it contains to the last drop. Because of the thoroughness of her methods, the bee not only provides an abundance of food for herself, but in addition contributes generously to mankind's fare. The humming bird is probably fulfilling the law of its destiny, but to us it seems like Nature's outstanding example of indecision.

Indecision is always an arch waster of time, effort and money. Many advertisers waste money just as the berry picker wastes motion and as the humming bird squanders effort. They waste it by

flitting indecisively from one advertising job to another. They spend their money a little here, a little there, a little everywhere, but do not concentrate on one market or on one outlet or one medium long enough to accomplish anything definite. Through humming bird methods, they dissipate their appropriations, because they scatter them too much.

A new advertiser who contemplates his markets as a whole may be discouraged by the immensity of his task. Like the humming bird or the berry picker, he hesitates as to which one to tackle first. He should be consoled by thinking that he does not have to tackle them all at one time. The most efficient berry picker picks one berry at a time and always picks next the one nearest to him. That is all the advertiser has to do. He does not have to advertise in all mediums and in all markets simultaneously. He can make them singly. He can advertise in each medium and in each market to the maximum of its possibilities before moving on to the next.

**Mr. Wade
Has Started
Something** Festus J. Wade,

president of the Mercantile Trust Company of St. Louis, and member of the advisory council of The Federal Reserve Bank, in PRINTERS' INK of July 19, submitted for the consideration of the American Bankers Association an advertising idea that can mean much to the entire nation and very much to the banks of this country.

Mr. Wade believes, and his belief arises from experience, that the workingmen of this country can be made capitalists by means of the right kind of bank advertising on thrift and credit. He advises a united advertising front on this subject. He holds that the failure of banks so to advertise interferes grievously with the prosperity of this country.

Elsewhere in this issue of PRINTERS' INK there is given a letter that has come to us from G. Prather Knapp, who has long

Aug. 2, 1923

Aug. 2, 1923

been engaged in banking and advertising. Mr. Knapp not only commends the principle, but also says that Mr. Wade has offered a practical method to carry out the principle.

Judged from the interest that this plan has attracted from bankers who know advertising, it would seem that Mr. Wade has started something that should be finished. Mr. Wade and the American Bankers Association should see that the job is done.

The annual convention of the American Bankers Association will be held during the last week in September at Atlantic City. There is still sufficient time for real consideration to be given the plan as Mr. Wade has set it forth so that action may be taken on it at that convention.

Advertising That Finances Itself

that one of the greatest benefits of agricultural co-operation is that the movement provides its own capital. He states it this way:

One of its great merits is the fact that it provides its own capital by individual saving and personal abstinence from consumption and waste, and assembles small individual savings into a productive fund to be used for the good of all.

Mr. Dillon sets forth a significant truth in that single sentence. What he says is true not only of the co-operatives, but of practically all businesses. The merchant, the manufacturer, the publisher, who earns the capital for his expansion is likely to build a most substantial business structure. It is a significant fact that nearly all successful companies started small. Those that start big, or at the top, are not nearly so certain of achieving lasting success as are those that start at the bottom.

This is especially true in advertising. Those concerns that launch their advertising careers with million-dollar appropriations seldom get as far as those concerns which start to advertise humbly and build up their appropriation by the

process of steady effort and careful experiments. The reason for this is that these latter concerns, like the co-operatives of which Mr. Dillon writes, are likely to be able to earn their advertising appropriations as they go along. It is not necessary to prove to them that advertising pays. They know it pays because it is bringing in the money to finance itself.

Get a business on that footing and there is no doubt as to its future.

Quality the Real Consideration in Foreign Market

**THE UNITED STATES MOTOR TRUCK
COMPANY**

CINCINNATI, O., July 23, 1923.

Editor of PRINTERS' INK:

I have read with a great deal of interest the article by G. A. Nichols in your issue of July 12, "When It Pays a Salesman to Talk Quality."

It has been my experience in selling goods overseas that it always pays a salesman to talk *quality* first and last and leave the price question as a minor consideration.

Overseas selling means competition of German, French, British and other manufacturers and unless the salesman is able to instill the quality idea in the buyer's head he might just as well quit because nine times out of ten his prices are higher than the foreign competition; his terms of payment more strict and exacting, and last, but not least, delivers the slowest of any, factors which must be and can be only overcome with "quality first."

In order to convince a buyer of the quality of a vise, I have dropped mine, as well as German-made vises, from quite an elevation to the floor and broke the German vise; I have taken every make of twist drill in the world and in the presence of the buyer tested them against the line I represented and quality has ever won out over every other obstacle.

Quality and the saving of expense through quality will overcome not entirely, but at least a large part of price difference.

**THE UNITED STATES MOTOR
TRUCK COMPANY,**
H. A. FRUITMAN,
Director of Export.

Beech-Nut Profits and Sales Increase

The Beech-Nut Packing Company, Canajoharie, N. Y., Beech-Nut brand bacon, peanut butter, pork and beans, macaroni, gum, candy, and ginger ale, reports net income before taxes of \$1,215,030 for the first six months of the current year. This compares with \$961,562 in the first half of 1922. Sales showed an increase of 24.5 per cent over the corresponding period of last year.

Newell-Emmett Company

Incorporated

Advertising - Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

**AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS**

CLIENTS

Liggett & Myers Tobacco Co.

(*Fatima, Chesterfield and
Piedmont Cigarettes*)

Johns-Manville, Incorporated

Western Electric Co.

American Chicle Company

"NOT HOW MUCH, BUT HOW WELL"

NOTE: We are now ready to begin study and plans for one (and only one) additional account. We say "only one" because it is the policy of this agency to undertake the initial study and development of service on only one new account at a time.

Aug. 2, 1923 Aug. 2, 19



The advertising of the Cellucotton Products Company is handled by Charles F. W. Nichols Company.

The Cellucotton Products Company individuals who read PRINTERS' INK and PRINTERS' INK MONTHLY:

NAME	TITLE	WEEKLY	MONTHLY
W. W. Luecke	<i>General Manager</i>	Yes	Yes
Raymond Kelly	<i>Vice-President</i>	"	"
L. E. Meyer	<i>Office Manager</i>	"	"
P. H. Taylor	<i>Sales Manager</i>	"	"

Information furnished by the Cellucotton Products Company.

Executives check against the experiences of others

The invariable thought that enters the minds of the executive heads of any prospering business is to "check against the experiences of others."

Because buyers of advertising long ago saw the need of a clearing house of ideas, they made PRINTERS' INK their sales and advertising exchange. They gave in order to get. They are PRINTERS' INK's sources of information, and in effect the real writers.

"Check against the experiences of others" on any problems of merchandising, selling and advertising means regular reading of the PRINTERS' INK Publications to the buyers of advertising. For example, G. W. Hopkins, Vice-President and General Sales Manager, Columbia Graphophone Company, says:

"Printers' Ink never leaves my desk until read from cover to cover and in my files will be found many tear-sheets culled from the mine of information supplied by Printers' Ink"

The PRINTERS' INK Publications will carry your sales message direct to those who buy or influence the buying in the organizations of the leading advertisers and advertising agents.

The Little Schoolmaster's Classroom

THE Schoolmaster happened to be present at a business office the other day when a vacuum cleaner had just been purchased. A demonstration had been given and the office manager expressed his satisfaction with the device, saying to the salesman, "Make out your bill and I'll Okay it and you can get your money from the cashier as you go out." The salesman was not used to handling a sale this way. He said that 90 per cent of his company sales are on the instalment plan. He was prepared to accept only a five-dollar payment and to have a contract signed to have the balance paid on weekly or monthly instalments. He was not in a position to accept cash for a machine. Before doing so he was obliged to go back to the office and get permission to have the transaction handled in this uncustomary way.

* * *

To the Schoolmaster's way of looking at it, this incident seems like a splendid example of the evils of over-standardized selling. When the selling process is made too automatic all initiative is taken from the salesman. As a result he is able to sell only according to the formula. If an unexpected situation arises he is not able to handle it. The Schoolmaster believes in the instalment plan, particularly as applied to some products. It has been a good thing for the vacuum cleaner business. At the same time it would seem from this experience that the salesman, by expecting people to accept the instalment plan, automatically induces them to buy the machine this way, whereas if it were not for the instalment suggestion many of them would be willing to pay cash for it.

Another instance of one-idea selling arose a few days ago. A friend of the Schoolmaster wanted to buy a thousand-dollar bond. He had a certain issue in mind and sent for a salesman of the

house handling this particular issue. When the salesman arrived and was told what was wanted the salesman burst out into boisterous laughter, saying, "That is a good one. I have often heard of you, Mr. Jones, but I never knew you were a joker before. I am going to get you for some bonds some time, but you may be sure that a man of your standing will never buy less than \$25,000 worth at a clip from me." As a matter of fact the Schoolmaster's friend is never in a position to buy \$25,000 worth of bonds at a time. He never has more than an occasional thousand or two thousand to invest. This salesman was used to dealing with large buyers. He would not conceive of anyone buying only a thousand-dollar bond and took it as a joke when a purchase of that size was suggested. There is nothing worse for a salesman than to allow himself to get under the dominance of fixed ideas. He should keep an open mind. Every suggestion made to him that happens to be outside of the general run of his methods, is not necessarily foolish.

* * *

The Taylor Instrument Companies of Rochester, N. Y., are showing that there is embedded in every product, innumerable untapped stores of advertising treasure-trove, which gives new impetus and public interest to an oft-repeated story.

The great difficulty in selling and nationally advertising thermometers is largely the indifference of the public. The average citizen does not feel that the thermometer means very much in his life. He is his own best barometer and weather prophet. The entire public has not been sold on the idea that a thermometer is as essential as a watch.

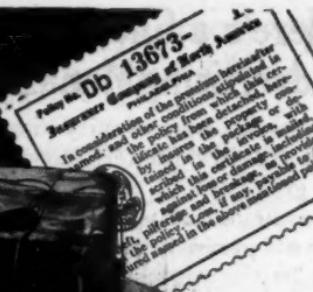
And so the Taylor Instrument Companies have originated a novel campaign, the purpose of which is to tell people things they do

Founded
1792



Pin this
pon to yo
letterhead

*your parcel
post package?*



damaged but insured

EVERY Parcel Post Ship-
ment you make is in
danger of loss or damage.
Parcel Post Insurance protects
you against the many risks
of transportation.

There is no red tape. Enclose a
coupon from a North America
Coupon Book with each pack-
age. It is automatically
insured. The entry upon the
stub is your shipping record.
Claims settled promptly.

Insurance Company of North America

PHILADELPHIA

"The Oldest American Fire and Marine Insurance Company"

MAKING SHIPPING SAFE FOR SHIPPERS

Insurance Company of North America,
Third and Walnut Streets, Philadelphia. Dept. W8.

Name.....

Street.....

City..... State.....

Wants Information on Parcel Post Insurance.

Founded
1792



Pin this cou-
pon to your
letterhead

Aug. 2, 1923

Aug. 2, 1923

Here's a Chance for Advertising Manager

Unusual opportunity in a progressive Eastern city for a go-getter in the advertising field. Must have creative genius, energy and ability to aggressively represent the live and influential newspaper which seeks his services. Executive and selling qualifications necessary. Salary to fit the job. State experience, age and special qualifications.

Address "L. W." Box 38,
care of Printers' Ink.

Wanted At Once—

Assistant to Advertising Manager of an established and growing concern. Excellent opportunity for young man. Newspaper and publicity experience necessary. Must edit house organ and know how to write. Duties include detail correspondence and office management. Write all particulars to "S. E." Box 45, care of Printers' Ink.

Howell Cuts

for house organs
direct mail and
advertising

Charles E. Howell • Fisk Building • New York

not know about such instruments. It is a campaign emphasizing the significance of temperature control and range. Women are reminded that the clothes they wear are selected by "Tycos," because when these gay dresses were no more than raw material, their color, wearing quality, the very looms on which they are woven into fabric—all are influenced by accurate manufacturing temperature control. The kitchen table the housewife uses has been protected by Tycos. The spotless utensils, the glass baking dishes, the beautiful dishes, the table top of composition, has been made possible through control of temperatures. The public is shown that many things in the bath room, the work shop and in the modern automobile, could not have been manufactured without scientific temperature knowledge

* * *

Gabriel Wells is a book dealer and importer of New York. Recently Mr. Wells acquired an imperfect copy of the famous Gutenberg Bible. He experienced some difficulty in securing a purchaser.

As a sort of last resort, he adopted the ingenious plan of retailing Gutenberg by the leaf. The proposition was so attractive that he had scarcely any trouble in disposing of practically the entire book by sections and single pages, receiving as high as \$150 for a page.

The highest price at which a copy of this famous Bible has been sold previously is \$50,000. The copy which Mr. Wells sold piecemeal has 593 pages. At \$150 a leaf, Mr. Wells is securing more for an imperfect copy than had been obtained for a perfect copy.

Of course, the principle of the idea is the familiar unit of sale. In other words, all Mr. Wells did was to reduce the unit of sale so that the article would appeal to a larger market. To put it differently, there are, comparatively speaking, few people in this country sufficiently wealthy or at least keenly enough interested in rare books, to part with \$50,000 for a single copy. There are, however, any number who would willingly

pay \$150.00 for the first able type.

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pay \$150.00 a page for a leaf from the first book printed from movable type.

Unknowingly perhaps, Mr. Wells discovered this important business fundamental and by applying it to his own particular business, succeeded in disposing at an exceptionally high price, of a book that otherwise might have been a drug on the market.

* * *

Colgate advertising may nearly always be depended upon to strike out with original ideas, for it has always been a practice of this house, in the handling of all of its products, to make campaigns "readable."

The Schoolmaster has followed with more than ordinary interest, therefore, the working out of a special campaign for farm papers for Colgate's Dental Cream.

The series has been constructed with readers of farm papers in mind, and is employed in no other mediums.

Basically, the tie-up thought is this: Any number of homely things around the farm point a moral which may be paralleled with the product and its advertising arguments.

Thus: "Once it was thought that potatoes should be planted only by the light of the moon. You've seen many other fads in farming come and go.

"And fads in dentifrices, too. From time to time drugged preparations and gritty pastes have shouted quack and cure-all claims. But authorities agree that a dentifrice should do but one thing—clean teeth thoroughly."

An Automotive Advertising Man

with a dozen years' experience in the automotive market is interested in making connection with manufacturer or agency under conditions which will permit him to share in the profits he helps to build. His salary is a negligible item in his mind. He has learned to look at income from a service viewpoint rather than through the pay envelope.

He knows the car dealer, the supply dealer, the jobber, the garageman and the service station man. He has met them all and knows their problems, their hopes and their shortcomings. He knows motor car technology from top to tread. He knows distribution and he knows that the best advertising he can write is valuable only in its effective merchandising.

His ideas are practical. His copy is interesting and sales compelling.

There are many men who will say a good word about him.

Address "N. B." Box 41,
care of Printers' Ink.

Population 69,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880.

Brockton Daily Enterprise

Printing 23,000 Daily

Flat Commercial rates 6½ cts. per line, 91 cts. per inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



Aug. 2, 1923

One Letter Pulled \$30,000.00 Cash!

BOOM YOUR BUSINESS WITH DON MAGOON SALES LETTERS, written especially for you after study of your selling problems. During 13 years, Don Magoon Advertising Copy has been used in the greatest Direct Mail triumph of our time. Fee only \$3.00 per letter or page. Send me, with remittance, all necessary information about your business and literature already used, if any.

"DON MAGOON," Suite F
2784 Prairie Ave., St. Louis, Mo.

ATTENTION!**ADVERTISING AGENCIES
MANUFACTURERS AND OTHERS**

who need a red-blooded live-wire writer of sales letters, folders, circulars, advertisements, etc. My charge is \$100 per month for as much work as you offer me. Am a high-grade freelance writer. Will accept only three parties. Write for particulars, samples, etc. WALTER E. JOHNSON, 5428 S. Wells St., Chicago, Ill.

"Weaver of Words
is the finest piece of sales
copy I have ever read."
Please Write for Complimentary Brochure

The Tolins Company
1314 Walnut Street, Philadelphia

**Save 10 to 25% on
Office Stationery**

DIRECT FROM WHOLESALERS—

GEM CLIPS 27¢ per M.

CARBON PAPER
Standard Weight, clear
distinct copies.
\$1 per box of
100 sheets

TYPEWRITER RIBBONS
Colonial Brand. All colors
and widths.
50¢ Each

DRINKING CUPS
Puritan Brand (flat)
\$1.48 per M.

Liberal discounts for larger
quantities. Satisfaction guaranteed
or money refunded.

Waldinger-Rotto Co., Inc.
LARGEST MAIL ORDER STATIONERS
404 E. 36th Street—
New York City



Each advertisement in the series therefore, first makes a comparison with some subject known to the farmer and which will cause him to nod his head in approval and observe: "Yes, that's true."

**Uncovering Tomorrow's
Advertiser**

THE CROOKS-DITTMAR COMPANY
WILLIAMSPORT, PA., July 24, 1923.

Editor of PRINTERS' INK:

When in your city last week I dropped in to see Errett—the Lily Cup man—who used Cromar in some houses he recently built and expects to use it in more. He seemed curious to know how our firm happened to hit on advertising and selling our product along modern lines.

I told him that I had picked up a little information about advertising, and considerable enthusiasm, in college, but that for twelve years PRINTERS' INK had been my constant tutor. His comment was that I couldn't have selected a better one.

I mention this not to intimate that the sales and advertising policy of Cromar is mine alone (for our agency has had much to do with it), but principally to acknowledge with many thanks a service which your publication has rendered. Flowers to the living, you know.

I also want to emphasize the point PRINTERS' INK frequently mentions, that the advertisers of tomorrow are the non-advertisers of today—and I am very thankful that your publication recognizes this truth and constantly encourages its readers.

THE CROOKS-DITTMAR COMPANY,
W. D. CROOKS, Jr.,
Sales Manager.

ADVERTISING

A BROAD Field of Business Opportunity for Energy that is TRAINED! Are you going to get this Training, and its Rewards for Yourself? Prospectus of this training free. Ask for it!

Instructor in
Advertising and Selling
Bryant & Stratton College
Buffalo, New York

**DEALER HELPS THAT HELP
IDEAS AND MATERIALS FOR SALES PROMOTION**

A Printing Service Producing Remarkable Results
UNUSUAL ANNOUNCEMENTS AND GREETING CARDS
EASTERN MANUFACTURERS, Inc., 90 West St., New York

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

Aug. 2, 1923

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Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

ASK FOR 25th ANNIVERSARY
Harris-Dibble Company Bulletin of
Publishing Properties, 297 Madison
Avenue, New York.

Printing Machinery and Supplies

New or Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

**PERIODICALS, HOUSE ORGANS,
CATALOGS, etc.**—First-class work; A1
service; prices reasonable. Doing printing
of this nature but can take on more. City
advantages, country prices. 67 miles from
New York. Stryker Press, Washington,
N. J. Phone 100.

Coast Publication for Sale—Covers
productive field, official organ of industry
it serves exclusively. On paying
basis. Big future. Money maker. \$4,000
cash required. Details to responsible
parties only. Bert Butterworth, 426
H. W. Hellman Bldg., Los Angeles, Cal.

I've Got the Business!

*Direct-by-Mail Advertising
Philadelphia and Vicinity*

Nine large campaigns in production and
preparation. Sudden demise of parent
company left me high and dry. Make
offer. Organization or individual with
capital. Address Box 483, care of
Printers' Ink.

LINOTYPES

- 3 MODEL 5
- 2 MODEL 8
- 1 MODEL 9

ALL RUNNING AND IN FINE
CONDITION. WILL SELL AT
AN ATTRACTIVE FIGURE. IF
INTERESTED, WRITE BOX 461,
PRINTERS' INK.

Wanted—A Salesman. Here is an opening
in an established institution of un-
questioned stability serving national ad-
vertisers; an opportunity for a high-grade
sales representative who can really sell.
A knowledge of advertising is not essential,
but you must show a successful
selling record. We pay well for results.
A strong inside organization will help a
good man close a large and profitable
volume of repeat business. This is not
an advertising space or novelty proposition.
A photo and full account of experience,
earning capacity, etc., will be
held in strict confidence. Box 471, P. I.

PRINTING INK MILL WANTED

State best price, size and condition.
Box 464, Printers' Ink.

Litchfield
KNOWS

HELP WANTED

Advertising Specialty Salesman—Business
Christmas Card Line has exclusive
features; meets ready sale. Good com-
missions. Address Box 466, care of
Printers' Ink.

ARTIST—Photo-retoucher on me-
chanical subjects. Steady position.
Good salary. Moore Studios, 216
Market St., Newark, N. J.

MAN, about 30, with all-round knowledge
of printing, make-ready, etc.; trained in
small-town printing office preferred; per-
manent position for right man; give
wages and references in first letter.
Box 475, Printers' Ink.

DIRECTOR OF SALES
for a distinctive replacement parts item;
one who has wide acquaintance and ex-
perience. State qualifications, reference
and salary expected in first letter. Box
469, Printers' Ink.

Ben Day Artist Wanted—One who is
able to do commercial art work, when
not on ben day, or one familiar with
some branch of the photo-engraving de-
partment. Open Shop. Splendid oppor-
tunity for versatile man. Box 465, P. I.

COPY MAN
Topnotch, freelance, to make office with
us and get guarantee for part time.
Opportunity for good all-around man.
Location, Chicago. Address Box 491,
Printers' Ink.

SALESMEN

Paper Boxes: Folding and Set Up
An old, well-established company desires
to increase its sales organization. To a
salesman who has had experience in this
line, a splendid opportunity is offered.
Salary and bonus for accomplishment.
Box 460, Printers' Ink.

WANT FIGURE ARTIST
who does pen and ink well. Must de-
vise and draw situations in color, con-
taining people who look natural, human
and appealing. Good salary and good
future for steady man who can forget
the bright lights and stay put with a live
organization in a growing field for art
work. Send samples with letter (not
later) and state salary, age and habits.
Wilson H. Lee Advertising Service,
New Haven, Conn.

Aug. 2, 19

Aug. 2, 19

PHOTO-ENGRAVING—Salesman can make good connections with plant operating day and night. Box 467, Printers' Ink.

Wanted—Advertising solicitor on live afternoon paper dominant in field. City over 100,000 within 100 miles of New York. Man having some experience in foreign field preferred. Write or call Chas. H. Eddy Co., 1011 Fifth Ave. Bldg., New York.

Business paper covering wearing apparel lines wants a high-grade advertising solicitor.

A fine opportunity for a man who is willing to work hard. Commission basis with liberal drawing account. Address Box 463, Printers' Ink.

Wanted—Woman as editorial assistant for New York technical monthly. Must have had extended experience in writing for publication, proof-reading and make-up. Give full record of previous training and salary expected. Address Box 470, Printers' Ink.

Illustrators—Must have proven ability and capable of working in variety of mediums—Oil, Opaque, Wash, etc. Excellent opportunity to become associated with National Campaigns of prominence. Salary based on ability. Only experienced men of proven ability need apply. Write fully of experience and state salary expected: The Burleigh Withers Company, 619 N. Michigan Ave., Chicago.

Sales and advertising department of manufacturing firm has interesting position available for a young man of experience in direct-by-mail campaigns. One who can handle volume of sales correspondence, and prepare effective printed matter. Opportunity is unusual for right party. Give full details in confidence as to previous connections, age, and salary desired. Sales Manager, Box 27, Bush Terminal, Brooklyn, N. Y.

Somewhere there is an ambitious woman who is capable of writing diversified copy for an agency in a city of 100,000 that handles a number of retail accounts. We would prefer one who has written some little mail-order copy. Such a woman will have the opportunity to work into the management of this branch of the business, as the head of the agency is now forced to give more and more of his time to National Accounts. Write Box 468, care of Printers' Ink, of your qualification and salary wanted. An interview can then be arranged.

Wanted—A salesman to develop the sale of one or more new food products which need special attention to increase volume of sales. This work is in conjunction with an old-established business on other products. Some young man who has been assistant sales manager, or chief clerk to assistant sales manager for some concern selling a household necessity or food product should be interested in this. Credit for developing this branch of the business will be given directly to the person in charge and will afford him opportunity to better himself financially as warranted by increased volume. Box 486, P. I.

PRINTERS' INK

WE CONNECT THE WIRES

LIFE INSURANCE men, with copy writing ability and sales promotion experience can find through us good openings in Eastern city. One must be well up in house-organ work; others must be expert in newspaper copy and layouts for national advertiser. Salaries adequate. First letter should cover essentials definitely. Registration free.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

Layout Man wanted by large, enterprising offset-printing company to handle broadsides, posters, booklets, etc. Splendid opportunity for man of ability. In replying, state age, education, experience and approximate salary desired. Box 478, Printers' Ink.

Can You Sell PRINTED ADVERTISING

An organization equipped for complete direct-mail advertising service has an opening for a R-E-A-L Salesman. WALDINGER-ROTT CO., INC. Printing, Multigraphing, Addressing 404-408 E. 36th St., New York City

PROOFREADER—We are looking for the best man in New York. We not only expect him to find typographical errors, but to understand clearly what the author has to say in his copy. Job office experience absolutely essential. Union. Write fully. Box 479, P. I.

Wanted—Young man, 25 to 30 years old, for selling and contact work with well-established Chicago concern serving agencies and advertisers. Advertising experience desirable but not necessary. Would prefer man with knowledge of engraving, type and electrotyping. Position is on a salary basis and offers an exceptional opportunity for high-grade man of good appearance who is willing to work and learn the business. Box 490, Printers' Ink, Chicago Office.

OFFICE APPLIANCE SALESMAN WANTED, who desires a \$15,000 to \$20,000 opportunity ahead of him. Established concern with successful addressing and mailing machine installations in some of the largest newspaper and periodical publishing plants in the country is extending its line to general commercial field. Is looking for high-powered, creative salesman who has been a real producer on his individual efforts, who is willing to accept moderate earnings until he proves himself in this line in order to secure big opportunity with high-grade associates. Continuous traveling out of Chicago. Only man with highest character and ability wanted. Mechanical bent almost a necessity. In reply state what you have done to warrant consideration. Address Box 472, care Printers' Ink, Illinois Merchants Bank Building, Chicago, Ill.

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COPY

R.S.V.P.
Seven y manufac college-tr copy, manu? Vis Ability Present mend h Box 480

A Southwestern agency is in need of young man who has had experience in space buying and copy work, preferably the former. Agency is recognized and well established. A wonderful opportunity. Reasonable salary to start with, a REAL chance for steady advancement and executive position. Rather a big man in a medium-sized agency than a little man in a big one. Write Box 462, Printers' Ink.

MISCELLANEOUS

Snappy Drawings Made to Order—Advertising designs and letterheads. Low prices. Let me know your wants. Will send layouts for approval. L. C. Shinn, 722 Kellogg St., Portland, Ore.

STUDIO SPACE FOR RENT to commercial artist or illustrator; 5th Ave. and 42nd St.; north light. Low rent and good chance for business to right party. Address Box 484, care of Printers' Ink.

Who Will Give \$2 per 100? for names of rural women obtained from pattern orders this year?

Write MORRIS LLOYD, Chambersburg, Pa.

POSITIONS WANTED

DIRECT-MAIL—Young man, capable and original, desires connection that will give full scope to his copy and layout ability and his knowledge of printing, engraving and artwork. Box 496, P. I.

ALL-AROUND ARTIST
AGE 23. ABILITY BACKED BY EXPERIENCE WITH PROMINENT ORGANIZATIONS. BOX 492, CARE PRINTERS' INK.

N. Y. COPY WRITER

Eight years copy chief for large agencies and manufacturers. Advertising that gets results. Box 494, Printers' Ink.

Canadian, born on the farm, 26 years old, two years' experience reporter and advertising solicitor, now editing weekly newspaper, university graduate, wants position in advertising field where there is an opportunity for ambition, hard work, common sense and a certain ability. Box 477, Printers' Ink.

COPY CUB WANTS A KENNEL

A 23-year-old with a university degree. His special qualifications will interest you, so—

R.s.v.p. Box 497, Printers' Ink.

EXPERIENCE?

Seven years of it in agencies and with manufacturers. Who needs an all-around, college-trained advertising man to write copy, make layouts, or supervise production? Vision and initiative in carload lots. Ability to make good on any account. Present and past employers will recommend highly. Salary, not the highest. Box 480, Printers' Ink, Chicago Office.

FIGURE ARTIST, agency experience, desires permanent connection in Philadelphia. Box 476, care of Printers' Ink.

ARTIST

Free-Lance; high-grade commercial work; good lettering; original ideas; reasonable charges. Box 489, Printers' Ink.

PRINTERS

desiring to create an advertising service department will find it profitable to communicate with the writer, an experienced printing service man. Box 495, P. I.

Executive, now engaged in important capacity large industrial corporation wishes change. Age 34, Technical graduate, 13 years' experience sales, manufacturing and executive departments. Desirous of connecting with progressive company in executive capacity. Box 473, P. I.

ADVERTISING MANAGER

Thoroughly experienced in newspaper, trade and direct campaign work, plus intimate knowledge management, sales promotion and merchandising. Age 37, now employed New York, any location considered. Box 493, Printers' Ink.

All 'Round Agency Man

Of wide experience; trained executive, business getter, versatile copy writer, will connect with agency or advertiser in Middle West. Clean record, best references. Address Box 485, Printers' Ink.

I want a JOB

Production, layouts, estimating. I know how to buy art work and am a practical printer. With last connection 8 years. Salary \$3,000. Box 488, Printers' Ink.

ANALYTICAL COPY WRITER

After six years' New York agency experience I still believe painstaking research and direct writing will sell goods and hold accounts. To exactly the right agency or manufacturer I want a chance to sell myself as the individual I am. Address Box 481, care of Printers' Ink.

ARTIST

Creative layouts, lettering, design, and some figure work; Engraving, Printing and Agency experience. Art school graduate, Christian, age 26, married, desires permanent position with Agency or Printing House, preferably outside New York. \$50.00. Address Box 474, Printers' Ink.

EXECUTIVE

familiar with all phases of distribution. Wide experience mail sales work. Can supervise entire organization detail and conduct sales campaigns, sell direct or get and keep the right type of salesmen or canvassers. Can write the kind of letters and general literature that builds business. Age 37. Wants to connect with reliable, energetic organization. Resident New York, willing to locate elsewhere. Address Box 482, care of Printers' Ink.

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Something To Think About



CHICAGO
Harrison, Loomis
and Congress Sts.

Branches in 49
Principal Cities

NEW YORK
Broadway and 5th Av.
at 25th Street

P
VOL. CX

13 Double-spreads ---in Color!

In 502 towns of 1,000 or more population in The Chicago Territory, The Chicago Tribune has a coverage varying from 20% to more than 80% of the families. No other medium of any character so thoroughly covers this rich territory. The cost of reaching these towns with 13 double-spread 4-color rotogravure advertisements in The Chicago Tribune is astonishingly low.

Take Princeton, Ill., for instance, a town of nearly 5,000 inhabitants. An advertiser can reach 87% of the families with his 13 double pages in color for a total cost of \$53.31.

Or Appleton, Wis., a city of 19,500 people. It will cost \$115.40 to reach 45% of the Appleton families with this big campaign in color.

And so on through the 502 Chicago Tribune towns in five states. At your request a Tribune man will call to explain the economy and effectiveness of Colorado advertising in The Chicago Tribune.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

512 Fifth Ave.
New York City

Tribune Bldg.
Chicago

Haas Bldg.
Los Angeles